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PRINTER'S INK.

A JOURNAL FOR ADVERTISERS.

GEO. F. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XIII. NEW YORK, OCTOBER 2, 1895.

No. 14.

SEMI-WEEKLY  
...REPUBLIC...

Average Circulation Semi-weekly, each issue for 1894,

..125,384..

With one exception the circulation of the *St. Louis Weekly Republic* is larger than that of any other secular weekly in America.—PRINTERS' INK.

In Missouri, the largest circulation rating is accorded to the weekly issue of the *St. Louis Republic*. No other publication prints so much as eighty per cent of the edition of the *Republic*.—PRINTERS' INK.

**Your Patronage**

for both the DAILY and SEMI-WEEKLY editions is solicited on the basis of RESULTS and KNOWN CIRCULATION. It is no waste of ammunition to use these editions. CHECK or KEY your ads and you will find that no other paper on your list brings as satisfactory RESULTS.

Rates quickly furnished by

***The Republic, St. Louis, Mo.***

OR AT NEW YORK OFFICE, 146 TIMES BLDG.



## A Thousand Or Two People . . . .

May be easily reached through the telephone. It is a big thing. There can, be no doubt regarding it.

But just consider the Atlantic Coast Lists. More than a million (not a thousand) families are reached through the columns of their 1,450 local papers.

It is easier than talking over the telephone, too. These million families are talked to with the same breath and at the same time.

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The cost per family is mighty small. We will tell you all about it if asked.

All will send catalogue.

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### ATLANTIC COAST LISTS,

134 LEONARD STREET,  
NEW YORK. . . .

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

Vol. XIII.

NEW YORK, OCTOBER 2, 1895.

No. 14.

## HUMAN NATURE AS A FACTOR IN ADVERTISING.

*By Oscar Herzberg.*

Edward Everett made one of the finest speeches of his life, from a rhetorical point of view, at the Gettysburg celebration. Men admired the beauty of its sentiment, the roundness of its periods, the nobleness of its language. It had beauty as a marble statue has beauty—the mere beauty of form, not instinct with life. But it failed to touch the hearts of his hearers. Lincoln followed it with that short, unrheterical talk that is now famous. The martyred president had probably never thought of his words; but they came from his heart, and they kindled the latent fire of patriotism that needed but to be kindled in order to burst into flame. It was a triumph of spontaneity over mere literary perfection; of that touch of nature which makes the whole world kin.

A knowledge of human nature—always instinctive—is one of the great factors in advertising success. How quickly the public responds to the appeals of one advertiser and how deaf an ear it turns to the entreaties of another! One reaches it through its emotions and feelings, and finds his path one of roses; another tramples over these and gets failure for his reward.

A cynic can afford to treat the masses—one philosopher says the words should be spelled them—asses—with whatever measure of contempt he thinks they deserve; or he may affect, like the elder Dumas, to pity them always, and make that fact always very apparent. But the advertiser who wishes their money will, if he is a wise advertiser, keep his philosophical deductions to himself and make the most—or to be accurate, the least—of his public's vanities and foibles. The easiest road is along the line of least resistance. "Do not disturb our

beliefs, our convictions, or our prejudices, and we will listen to you," says the public to the advertiser. And if he is shrewd he obeys.

How the baby loves to be kissed and coddled, and to be made much of! How it cries when it is scolded and put into bed! How similar to the public, which desires always to be coddled, never to be scolded or threatened, always to be given credit for greater sense than it possesses, and never to be proved in the wrong. When the bishop asked Gil Blas whether he did not think that the bishop's sermons were really deteriorating on account of the prelate's age, and poor Gil Blas, anxious to please his bishop, and with absolutely no knowledge of human nature, replied that he thought they were deteriorating, how rapid was his banishment from the house! The public is fishing for compliments in the same way. If it is addressed as a sensible public, so very apt to see the value of the extraordinary bargains we are this day enabled to offer, and so very apt never to be fooled by offerings that are not bargains, it will put us down as an exceedingly sensible merchant, worthy of its distinguished and discriminating patronage.

The passion for personal adornment is one of those human traits that are most helpful to an advertiser. It exists not only in civilized communities, but among barbarians, who decorate their not over-clean bodies with fantastic embellishments. This passion, in connection with credulity, without which no advertising were possible, and the passion for spending, and the passion for economizing while spending, make a quartet of human traits that have much to do with the ultimate success of advertising. The passion for adornment sets the ball rolling; the sense of credulity makes the advertisement read and believed; the passion for spending induces the purchase, and the pas-

sion for economizing induces its purchase where it will cost least.

These traits are most developed among the feminine population. The passion for spending and for economizing fight a continual battle in a woman's breast. She may spend hundreds of dollars in articles that she does not need, but she will be certain to purchase them at the lowest obtainable price. A male spendthrift spends much, spends it easily, and usually pays about twice too much for everything he buys. But our better halves are continually looking for "bargains," and our wise advertisers reading human nature correctly, tempt them with innumerable such. Often the only enticement to purchase is the low price, and the articles bought are never used.

A detestation of untruthful representation of wares is another trait that the advertiser must consider. It has somewhere been remarked that a satisfied customer is the best advertisement; a dissatisfied customer is, on the other hand, the very poorest advertisement. It has often seemed curious to me how a person who is content to let the devil take the hindmost, in all other matters, will always warn his friends against unscrupulous merchants. Perhaps it is less concern for his friends' welfare than a desire to lessen that merchant's revenues out of gullible humanity. If the American people like to be humbugged, as Barnum has so confidently stated, this is certainly a peculiar way of showing their appreciation.

The subject of human nature as a factor in advertising is almost as broad as the subject of human nature as a factor in life. Only its broadest features can be hinted at in an article like this. Certain it is that the advertiser who studies "the noblest study of mankind" is apt to get the best results. Probably, when we are a little more enlightened, the ad writer, like the teacher, will study psychology. For, however diverse their occupations may at first sight appear, the ad writer and the teacher have one great object in common—to influence the human mind. The teacher has a scientific foundation for his work in this direction, but the ad writer is rarely also a psychologist. Human nature is a great factor in advertising success; and he who writes ads without reference to it is apt to find that he has reckoned without his host.

## HOW A WOMAN OF SOCIETY READS THE NEWSPAPERS.\*

As a woman of society I am interested in all the news that pertains to society. The world, it should be remembered, is divided into classes or sets. So it has always been and so it will always be. There is the business world, the religious world, the literary world, the middle-class, work-a-day world, the sporting world, the world of the poor and the outcasts, and there is the world of society.

People who are very rich and who are not compelled to work must have something to think about, something to do. The social world exists for them. It is necessary for the men, who want some excitement to take the place of the struggle and competition of business life; it is certainly essential to the women, who are pampered and petted from childhood until old age, unless, as too often happens, they make an unfortunate marriage, or, by some sudden turn in the wheel of fortune, lose their wealth, when they become lost in the human drift.

The social world, then, is a real world. It is composed of "rich idlers," according to the common expression, but all these idlers are busy in their own way in enjoying themselves (to use another common expression, in the "mad pursuit of pleasure"), and they are all interested in what is going on in their own peculiar world.

For this reason, in common with all other women who move in what is called society, I read everything I can about society—all the news and all the gossip. I confess that such matter interests me more than any other portion of the daily or weekly newspaper. To this extent I read all the dailies, but the *Sunday Herald*, I think, as far as items about people are concerned, reports such matters better than its contemporaries. Still, all the dailies are good, after a fashion. The trouble is, they are continually reporting the doings of a lot of nobodies who form no part of good society.

The reports of weddings and big social events are always good in all the papers, particularly in the *World* and *Sun*, the last-named journal always being sure to make a liberal use of the word "unction," which seems to have

\* Interview with George J. Manson.



become quite popular of late in the description of social affairs."

I not only read all the personal items and gossip about society people, but I invariably read the reports of divorce cases where they concern such people. I am obliged to do so in self-defense; I must know who are concerned in such scandals, lest I should become the subject of scandal myself, for I might, through want of knowledge, be seen lunching merrily with some lady who was the subject of the gravest reports, or have for my escort at some "public function" a gentleman whom society had resolved, from disclosures in the morning newspaper, to cut dead. It may be true that society acts on the saying of the French cynic that "the sin of a thing is not in the thing itself, but in being found out," but you are certainly found out if you get reported in the newspapers, and the unpardonable social sin is not to read them and know what is going on in the world of society.

I read the New York *Home Journal*, which has always been a well-conducted society journal. I read weeklies like *Town Topics*, which make a point of publishing bits of scandal about people more or less known in society. I do not relish such reading any more than I relish reading reports of divorce cases, but I read such matters so as to be fully informed as to what is going on. In fact, it seems to me, unless a woman lives a very restricted life, she must pursue this course in order to know socially where she is "at."

Do society people like to get their names in the papers? Unquestionably, if the names appear in connection with some social event. They do not like to be scandalized or improperly gossiped about any more than other people. But the spirit of vanity, which leads them to desire to see their names in print, undoubtedly exists and seems to me to be quite harmless. The modern newspaper has grown from four pages to sixteen, thirty-two, and, I believe, sometimes sixty-four pages. It contains a great variety of matter suitable for its large and varied constituency. The readers who do not like society news—who consider it "trifling" and of no consequence—can leave it alone and pass on to something else that interests them.

I do not read political articles. I take no interest in politics, or in the New

Women who are stridulously striving to compete intellectually and athletically with men. The papers talk so much about them, and they succeed in keeping themselves and their doings so much before the public, that one would think there was an army of them. I believe that their number is small. After all women are not fools; their real power over men (and that is the most important direction in which they can exercise their power) lies in their beauty, their tact and their charm, as women. Fancy Antony being captivated by a New Woman!

I sometimes read advertisements, but more often in the magazines and weekly papers than in the daily journals. They have induced me to purchase where the article has been something new and something that I really wanted. For all the ordinary purposes of life, my wants are supplied by the big stores of different kinds (grocers, shoe stores, etc.) that I have patronized for years.

I read the book announcements and always purchase volumes from different book sellers in consequence of having seen such announcements.

I never find more than one article on the so-called woman's page which interests me. Any article pertaining to society which gives me any information or which affords me amusement for the time being I read, but much of the matter seems to be permeated with the new woman spirit, and I do not see how any real society woman can take much interest in the page as it is generally conducted.

I think some daily paper would do well to publish more about the doings of Americans abroad. There is always a large contingent of well-known society people stopping at the leading European capitals, and I should think a paper like the *Herald*, for instance, could have a regular weekly department, giving us the news or the gossip about our society people who are traveling or stopping abroad.

The *Herald*, in its daily foreign dispatches, does give us some information in this line, but I think a regular weekly department about the doings (and possibly the mis-doings) of our Americans in foreign lands would be read with interest by the Woman of Society.

Is your business rather slow  
And your sales a trifle low?  
Do you care to swell their size?  
Read PRINTERS' INK and advertise.

## ORIGINAL THEATER ADVERTISING.

AN INTERESTING STORY OF HOW THE PROCTOR THEATERS ARE BEING ADVERTISED.

I interviewed the other evening Mr. E. D. Price, who is at the business end of Proctor's new amusement enterprise on 58th st., called the Pleasure Palace, in regard to his new style of advertising in the Sunday dailies. He said:

"We are going into the newspapers this fall and winter more extensively than was ever done before by any metropolitan theater. We have appropriated \$100,000. We have made a yearly contract with all the New York dailies and shall run not less than thirty lines daily and up to two columns Sunday. In fact I seriously contemplate going in for half and quarter pages in the Sunday papers. Our advertising will be confined entirely to daily newspapers. Mr. Proctor has not used window pictures, lithographs, etc., since he inaugurated the continuous performance at his 23d st. house three years ago. This keeps off a horde of deadheads, who, by that system, monopolize a certain proportion of the seats at every performance. We do away entirely with the middleman—the press agent as he is called—and deal direct with the newspapers. To do justice to this appropriation I have departed entirely from the usual theatrical ad, which is nothing nowadays but an announcement of the name of the theater, the name of the play, with occasionally a superlative—such as 'crowded houses,' 'a big hit,' etc.—and sometimes a line or two of press commendation in small type. None of our week-day ads will run less than thirty lines, and I propose to make them the most interesting in the amusement columns, and top of column, too, as you see. For Sundays we shall run from two columns to half a page in the biggest dailies, and the ads will be different from anything I know of in a theatrical experience covering many years. I shall endeavor to make them bright, interesting talks on every subject that relates to amusement. They will be displayed in a specially selected type which is large and readable. I propose to follow one typographical style till it shall become familiar to the public at a glance, as Proctor's ad. The only other consideration is to make my talks thoroughly interesting. I am a great admirer of

Mr. Gillam, who writes the Hilton, Hughes & Co. ads. I have profited by the ideas and the style of the new school of advertising men, and I have caught my inspiration from them. It is the first application of it to the amusement business, and I feel it is going to bring excellent results. I have thought a good long ways ahead, and have got lots of things I want to talk about in those Sunday ads, and I expect to have a large circle of regular readers before the winter comes. I am going to talk to people in just as plain common sense about going to the theater as about buying a set of furniture or a suit of clothes. Some of the theaters in Boston, Chicago and one or two other large cities use large spaces for display occasionally, but advertising is cheap there in proportion to New York. Nobody has had the courage to do it here before, but it may be said in that connection that no other form of entertainment is so well suited to what we propose to do as continuous vaudeville, which was originated by Mr. Proctor only three years ago."

Below I print an introduction to one of Mr. Price's ads. It ran across two

# Proctor's

TWO THEATERS DEVOTED TO CONTINUOUS VAUDEVILLE.

AND A LITTLE MORE.

It has been a red-hot week. Great theatrical activity. Much high climbing aptly displayed by the thermometer. Fluffy heated discussion over the yacht race. But everything was cool and serene at Proctor's Pleasure Palace. This superb new house in all its white magnificence has forged right into first place. It is already recognized as New York's favorite and most colossal amusement resort. Vast audiences find comfort, refreshment and rational recreation.

What was that you said about an "Elephant War?" Why, bless your heart! there isn't any. George Lockhart's Comedy Elephants have no rivals. They are the originals, famous throughout Europe for 12 years. They are the ones that the New York papers have written up and praised by the column. They are the only ones performing comic pantomime. "Benny" is the only elephant in the world that rides a tricycle or simulates drunkenness. Speaking of a herd of circus elephants rushed over here to trade on George Lockhart's hard-earned reputation, The World of last Tuesday very truly remarked: "It has no comedian like Benny, the star of the group at Proctor's Pleasure Palace." There is simply no comparison.

Two more big foreign acrobats arrived by the Etruria yesterday, for American debut to-morrow. The Salvo Trio should repeat the furor they created in Europe. Their equilibrium is performed upon a high wire suspended from the lefty dome, and is thrilling. The Brothers Diamas are musical grotesques direct from Paris. They have two distinct, novel acts. No doubt you have read much of "Hulloah for You Old Glory," the new folk-song by Dr. Thomas Chase English. It is said to be worthy of becoming America's National air. Countess Claire de Lunet, a beautiful chanteuse, will sing it to-morrow for the first time in public. The venerable composer will be present.

columns, was about a third of a column in length, and was followed by a long list of attractions offered.

J. L. FRENCH.

Mr. Gillam on  
THE NEW YORK  
..SUN..

The one paper he reads—The most ably edited and forceful paper printed in the English language—He uses both the Morning and the Evening Sun for Hilton, Hughes & Co.'s Advertising. . . . .

"The New York SUN is the one paper I read," says Mr. Manly M. Gillam, the advertising manager of Hilton, Hughes & Co., one of the largest department store advertisers in New York. "The SUN is the most virile, the most ably edited, the most forceful paper printed in the English language. It has an editorial page that you cannot read without pleasure and profit if you admire a masterly handling of the English language. It has a bold, audacious treatment—an intensely personal treatment—of any subject it discusses. Take its dishing up of the news—there's a crispness to it—there's an utter absence of this feeling that the stories are faked. No matter what the stories may be, there is that straightforwardness, that pith, that point that no other paper succeeds in even approaching. Mr. Dana has stamped his character and policy upon the SUN from press-room to composing-room—he shines right out through the paper.

"It is the people behind a paper that make its value to us. The kind of people behind the SUN make its readers the right kind, the best kind—an intensely loyal personal following. Its readers read it every day, year in and year out, with the keenest interest and relish. That's what gives particular value to its advertisements.

"The EVENING SUN is particularly good for reaching the women. We advertise in both the MORNING and EVENING SUN every time we advertise anywhere."

## JUSTLY RECOGNIZED

As the Leading Newspaper in Western  
Pennsylvania, Ohio and West Virginia.

# The **PITTSBURG TIMES**

submits the following reasons for this  
merited distinction:

### BEST GRANITE AND STEEL BUILDING.

Eight stories, with every modern convenience. Finest Newspaper Building in Pennsylvania.

### LARGEST AND MOST COMPLETE PLANT.

Fifty per cent more press facilities than any other paper in Pittsburgh. Press capacity of 72,000 papers an hour. Hoe's latest improved quadruple presses. Would we tower above our competitors in this manner if we did not have the

### GREATEST CIRCULATION?

The latest issue of the American Newspaper Directory reports the circulations of Pittsburgh papers as follows:

<b>THE TIMES,</b>	-	-	-	-	-	<b>60,313</b>
CHRONICLE-TELEGRAPH,	-	-	-	-	-	47,653
PRESS,	-	-	-	-	-	39,147
POST,	-	-	-	-	-	30,649
LEADER,	-	-	-	-	-	27,369
DISPATCH,	-	-	-	-	-	20,000
COMMERCIAL-GAZETTE,	-	-	-	-	-	17,500

**We are at the top and have held  
first place for a number of years.**

New York Office:

74 Tribune Building.

**The Pittsburgh Times.**

PERRY LUKENS, Jr., Eastern Manager.

## **A Star of Great Luster**

- T** Sells through dealers on the streets of  
**H** Kansas City daily more papers than  
**E** any other local publication prints.  
**K** Delivers to regular subscribers in Kansas  
**A** City daily more papers than any other  
**N** local publication prints.  
**S** Sells as many papers daily outside of  
**A** Kansas City as it sells in it.  
**S** Sells daily in OR out of Kansas City  
**C** more papers than the combined outputs  
**I** of all other local publications.  
**T** Sells daily in AND out of Kansas City  
**Y** more than twice as many papers as the  
**S** combined outputs of all other local  
**T** publications.  
**A** Mails weekly to paid-in-advance weekly  
**R** subscribers more than four times as  
 many papers as the combined outputs of  
 any two other local weekly publications.  
 Its local advertising patronage is greater  
 than that of all other Kansas City pub-  
 lications combined.  
 Its advertising rates are less per 1,000 of  
 circulation than those of any other  
 Kansas City paper.

### **GUARANTEED CIRCULATION:**

**Daily, 60,000. Sunday, 60,000. Weekly, 110,000.**

Chicago Office, 1320 Masonic Temple,  
 W. T. DAVIS, Mgr.

New York Office, 80 Times Bldg.,  
 FRANK HART, Mgr.

# *Taste Eye... Pocket=book.*

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Mr. W. A. Brown of Canandaigua, N. Y., writes as follows :

"The inks I recently purchased of you are first-class in every particular, and you are to be congratulated. It is not every man who can tickle the Taste, Eye and Pocket-book harmoniously. I shall soon give you another opportunity to tickle me."

I tickle the taste by the enormous variety of shades which I carry; the eye, by the richness of color and brilliancy of finish; the pocket-book, by the low prices which I charge.

My inks are used in every State and Territory of the Union, excepting Alaska, and also in Mexico and Argentine Republic. They are giving universal satisfaction. My prices are always advertised. I allow no large discounts to lure a customer into believing he is getting a very low figure.

I employ no agents.

I keep no books.

I must get the cash with the order.

These are the reasons I can sell the Best Inks in the world at from 50 to 80 per cent lower than my competitors.


If my inks are not found as represented, I am always willing to have them returned and the money refunded.

Try me on a small order !

Address (with check),

**PRINTERS INK JONSON,**

**8 SPRUCE STREET,      -      -      -      NEW YORK.**



# The Lotus Press

Of 140 West Twenty-third street, New York, are as well known as any printing office in the United States. They are constantly sending out new specimens and are firm believers in advertising, as they do considerable of it in PRINTERS' INK.

They turn out the finest of printing, and necessarily must use the best materials. They take advantage of all discounts that may be had by paying cash. When asked how they liked Jonson's Inks, they replied as follows:

"We are getting our inks from you and have given you some severe tests. We did not think it possible that there could be such a vast difference in the prices of the same grades of ink, and if you had not made your statements so emphatic in your PRINTERS' INK ads, we might still be paying three prices for the identical goods we are now buying from you. On our work we require printing inks of the very finest quality, regardless of price, consequently our first order was given with considerable doubt. We understood your agreement to refund the money if not satisfied, but we did not want the annoyance of an unsatisfactory experiment, entailing waste of time, ruffled temper and loss of confidence in human nature. However, we made the experiment, and the result is you are now supplying us with all the inks we use. We formerly had a great deal of trouble with some brown inks, and are happy to say, that while all the inks we have bought of you are entirely satisfactory, the brown is superior to any we have ever used at any price. We have always contended that 'the best is good enough,' and we are satisfied that yours is the best."

I have received exactly seventy orders from the Lotus Press, and to my knowledge only received one complaint. My Gold Size did not exactly suit them, and they returned the same, and I had a new lot made at the factory which was satisfactory. Since then everything seems to have been first rate, and I can count on them pretty confidently every week. My inks are guaranteed to be the best ever made, no matter what price has been charged you by others. If they are not satisfactory I buy them back again.

Send for a trial order. Price list mailed on application.

Address,

**PRINTERS INK JONSON,**

8 Spruce Street.

New York.

# 30 Years Young

We are thirty years young in the advertising business. We have the piled up wisdom and experience of thirty years of successful business combined with fresh, new, vigorous methods. We've grown younger and brighter and stronger every year.

No other agency stands so well with publishers as we.

No other agency has so complete a system and facilities for handling business.

No other agency prepares as effective advertising.

We do nothing half way. What we offer is perfect service.

There is only **one** best.

**The George P. Rowell Advertising Co.,  
10 Spruce St., New York.**





## THE PRIZE ADVERTISEMENT.

## NINTH WEEK.

In the ninth week of the competition for the PRINTERS' INK Vase, thirty-four advertisements were received in time for consideration and report in this issue of PRINTERS' INK. Of all these the one here reproduced is thought to be the best:

## To Make a Rabbit Pie:

You remember the old recipe for a rabbit pie—"first catch your rabbit." Same way with building up a Trade pie—you business people must first catch your rabbit—that is, you must lasso the public eye.

Now the public eye has been hunted so persistently that it's getting wary and hard to catch; doesn't yield to old stereotyped forms, and has even learned to avoid many of the modern traps and devices.

But you must catch it or there's no pie for you. Do you want to know how? Then

## "Printers' Ink"

is what you want.

PRINTERS' INK is a weekly trade journal devoted exclusively to catching the public eye. There are professional experts in this line of business, and PRINTERS' INK gives you the service of the best of 'em. It places their methods and ideas at your command. It gives you fifty-two lessons a year, and not only TELLS you how, but SHOWS you how to advertise successfully.

In short, it beats the rabbit pie recipe, because it

## Tells You How

to catch your rabbit. The cost is a mere trifle. By simply adding two dollars to your annual advertising expense account you may make that advertising effective and change it from the loss to the profit side of the ledger.

Two dollars a year is the price of PRINTERS' INK now. After January 1, 1906, it will be \$5.00 a year, but until that time subscriptions will be taken for one year or five years at the \$2.00 rate. Of course now is the time to subscribe. Address **PRINTERS' INK,**  
10 Spruce St., New York.

This advertisement was written by Mr. Chas. Bradshaw, of Carrollton, Ill., and appeared in the *Patriot*, of Carrollton, Ill., of September 20th. In accordance with the original offer, a coupon entitling the holder to a paid-in-advance subscription to PRINTERS' INK from date of presentation to January 1, 1901, the beginning of the twentieth century, has been sent to Mr. Bradshaw, and a second coupon of the same class was also sent to the advertising manager of the *Patriot*.

Mr. Bradshaw's advertisement will be placed on file and have further consideration December next, as promised

in the terms of the competition set forth in the 76-page pamphlet prepared for the purpose of fully conveying the particulars and conditions of the competition for the PRINTERS' INK Vase. The pamphlet will be sent to any address on application.

The thirty-three unsuccessful competitors passed upon this week each received a coupon good for one year's subscription to PRINTERS' INK, and have to be content with this very moderate compensation for the effort put forth. Each one, however, may find satisfaction in knowing that, although he failed to take first place this week, nearly fifteen more opportunities are still open to him, if he chooses to repeat his effort.

So much interest is already awakened in this contest as to make it quite apparent that the twelve who finally come out ahead in the competition will have no reason to regret that ability to write a good advertisement had been acquired and put in practice. Every day ads are received which indicate that the students of effective advertising are constantly increasing, and that ad writing talent is not confined to those who make the writing of ads a profession.

## EARLY BUSINESS CUSTOMS IN CALIFORNIA.

There were neither courts nor juries in the land; the word of a Californian was the only bond required. Even the wary Yankee traders who frequented the coast, when foreign commerce was finally allowed, trusted them freely from one season to the next. An incident illustrating this trait is told by the Aguirre family. Don Jose Aguirre, who owned a trading-vessel, once had as supercargo a young man who was a stranger to California customs. While the ship, with cargo, lay in San Pedro harbor, the master being absent, Augustin Machado, a ranchero of considerable wealth in land and herds, but who could neither read nor write, went on board to do some purchasing, his carts awaiting him on shore. When he had made his choice and was about having the goods conveyed to land, the supercargo asked him for either payment or guaranty. Machado did not at first understand that he was being mistrusted; no such demand had ever before been made of any ranchero, where the buyer offered no money he being credited without hesitation. When at length it dawned upon the Californian, he drew a hair from his beard, and gravely handing it to the young man, said with dignity, "Deliver this to Senor Aguirre and tell him it is a hair from the beard of Augustin Machado—you will find it a sufficient guaranty." The supercargo, crestfallen, placed the hair in the leaves of his account-book and allowed the goods to be removed. Upon Aguirre's return he was deeply chagrined at the insult that had been offered to his friend.—*Overland Monthly*.

# The Seattle Post-Intelligencer.....

Every intelligent advertiser knows that, in placing new articles on the market and in keeping old ones before the public, the great newspapers of the country are the most effective mediums. This is because they have a large and prosperous constituency, with ample means to supply their wants. The great newspaper of the State of Washington is the **SEATTLE POST-INTELLIGENCER**. It has no rival, no peer, and stands absolutely at the head of the newspaper procession in the great Puget Sound Region.

.....●●●●●.....

## KNOWN CIRCULATION:

<i>Daily, Exceeding</i>	=	14,000
<i>Sunday, Exceeding</i>	=	15,000
<i>Weekly, Exceeding</i>	=	15,000

.....●●●●●.....

A. FRANK RICHARDSON,

Chamber of Commerce,  
CHICAGO.

Tribune Building,  
NEW YORK.

## PLEASURE.

## SPORTING, ATHLETICS, CYCLING AND ROAD-MAKING.

Sporting, athletics and cycling are naturally combined, while all the cycling, and a majority of the sporting papers, give no inconsiderable attention to the subject of good roads and road-making. In these classes there are 101 publications—I issued daily, 57 weekly, 2 bi-weekly, 2 semi-monthly and 39 monthly. The following is a complete list of all these reported in the American Newspaper Directory for 1895, with a circulation each issue of more than 2,000 copies. All the circulation ratings to which an asterisk is prefixed in this and the following lists are guaranteed by the Directory to be absolutely correct. Those not so marked are not guaranteed. Their publishers making no definite report, they appear in the Directory with an *estimated* rating expressed by letters indicating that they are believed to have the minimum circulation for which the letters stand. In the following lists the minimum figures are substituted for the letters:

## Weeklies.

New York, N. Y....Nat. Police Gaz.,	75,000
Boston, Mass.....Bicycling World,	20,000
Ill. Police News,	20,000
St. Louis, Mo.....Sporting News,	20,000
Chicago, Ill.....Horse Review,	17,500
Indianapolis, Ind...West'n Horseman,*	17,500
Chicago, Ill.....World,	12,500
New York, N. Y....Clipper,	12,500
Spirit of the Times,	12,500
Philadelphia, Pa....Sporting Life,	12,500
Chicago, Ill.....Bearings,	*11,887
Philadelphia, Pa....Am. Cycling,	*7,531
Chicago, Ill.....Horseman,	7,500
New York, N. Y....Forest & Stream,	7,500
Illustrated News,	7,500
Rider & Driver,	7,500
Turf, Field & Farm,	7,500
Minneapolis, Minn. Horseman,	*4,400
Waterville, Me.....Turf, Farm and Home,	*4,200
San Francisco, Cal..World,	4,000
Hartford, Conn....Am. Cyclist,	4,000
Chicago, Ill.....American Field,	4,000
Boston, Mass.....Am. Horse Br'd'r,	4,000
Cleveland, O.....Am. Sportsman,	4,000
Detroit, Mich.....Horse News,	*3,000
San Francisco, Cal. Breeder & Sp'tsm'n,	2,250
Chicago, Ill.....Club World,	2,250
Des Moines, Ia....Turf,	2,250
Buffalo, N. Y....Horse World,	*2,250
New York, N. Y....Shooting & Fishing,	2,250
Wheel,	2,250
Indianapolis, Ind...Zig Zag Cycler,	*2,000
Portland, Ore.....Nw'n Sportsman,*	2,000

## Monthlies.

Chicago, Ill.....Sportsman's Review,	*21,210
New York, N. Y....Outing,	20,000
Boston, Mass.....Good Roads,	17,500
New York, N. Y....Gameland,	17,500
Chicago, Ill.....Sports Afield,	*12,750

Syracuse, N. Y....Sporting Goods Gazette,	*5,050
New York, N. Y....Amat. Sportsman,	*5,000
Chicago, Ill.....Am. Liveryman,	*4,158
Indianapolis, Ind...Wheelmen's Gaz.,	4,000
Syracuse, N. Y....Athlete,	*2,800
Chicago, Ill.....Wallace's M'nthly,	2,250
Kalamazoo, Mich...A m. Fish & Game Warden,	2,250
New York, N. Y....American Angler,	2,250
Oshkosh, Wis.....L. A. W. Pointer,*	2,000

## SOCIAL GAMES.

This list is so small that it is given in full below. Where no circulation is reported the paper was entered last year for the first time in the Directory:

## Weekly.

St. Louis, Mo.....Chess & Club W'y.

## Monthlies.

Milwaukee, Wis....Whist,	*4,183
Chicago, Ill.....Am. Checker Rev.,	800
Entertainer.	
Boston, Mass.....Entertainment.	

## MUSIC, DRAMA AND DANCING.

The 67 papers in this class are issued, 19 weekly, 1 bi-weekly, 2 semi-monthly, 43 monthly, 1 bi-monthly and 1 quarterly. Their combined circulation is about 242,000 each issue. The following are all reported with a circulation of more than 2,000:

## Weeklies.

New York, N. Y....Dramatic Times,*	22,000
Dramatic Mirror,	17,500
Clipper,	12,500
San Francisco, Cal..World,	4,000
New York, N. Y....Musical Courier,	4,000
Chicago, Ill.....Dramatic Journal,*	3,500
Indicator,	2,250
New York, N. Y....Am. Art Journal,	2,250
Freund's Musical Weekly,	2,250
Music Trade Rev.,	2,250

## Monthlies.

New York, N. Y....Woodward's Musical Monthly,	17,500
Lafayette, Ind.....Echo,	12,500
Boston, Mass.....Galaxy of Music,	12,500
St. Louis, Mo.....Kunkel's Musical Review,	12,500
New York, N. Y....Musical Echo,	12,500
Philadelphia, Pa....Etude,	12,500
Dayton, Va.....Musical Million,	*6,575
Chicago, Ill.....Chat,	*5,000
Cincinnati, Ohio...Musical Messenger,*	5,000
Chicago, Ill.....Brainard's Musical World,	*4,500
Boston, Mass.....Folio,	4,000
Galop,	4,000
Leader,	4,000
New York, N. Y....Metronome,	4,000
Werner's Mag.,	4,000
Camden, N. J....Musical Enterprise,	*2,300
Youngstown, Ohio. A m. Musical Times,	*2,300
Chicago, Ill.....Nat. Home and Music Journal,	2,250
Boston, Mass.....Musical Record,	2,250
New York, N. Y....Keynote,	2,250
Wilkes-Barre, Pa...Saenger Zeitung,	2,250
Logansport, Ind....Home Music J'n'l,*	2,000

## Bi-Monthly.

New York, N. Y....Organ,	*2,000
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# Charles Austin Bates,

1413, 1414, 1415 Vanderbilt B'd'g, N. Y.

Plans, Advice, Writing and Illustrating for Advertisers.

Here's a new proposition. One of the best, I think, that I have ever made. I have frequently asserted that the management of advertising—the planning—was the most important part of it. This I will undertake to do for a few good advertisers. I will prepare plans for the expenditure of their appropriation. I will show them a distinct saving of money, and an increased effectiveness. Upon receipt of full particulars of the business, and of the advertising that has been done, I will formulate a detailed plan, with general advice and specific instructions and suggestions.

My proposition is to show my client how to do better advertising with the money he is spending, or how to do as good advertising with less money. I will tell him what to do and what not to do. This is something that I know about. I am in communication with the best and brightest advertisers in the world. Some of them are my clients. Some of them come to me through my department in PRINTERS' INK. All of them tell me their troubles and their experiences. They tell me what has paid them, and they tell me what has not paid them. That is where I get my information. That is the reason I say I know what is best for another man to do.

The client for whom I prepare plans will be at liberty to write to me at any time during the year for advice, on any subject that may come up in connection with his advertising; and for criticism of his methods and the matter that he is using. If I think it is necessary to have matter prepared, I will say so. If he wants me to prepare it, I will do it. If he wants to have it prepared by somebody else—all right.

I shall charge for my services as adviser and critic. I shall consider myself a salaried employee of the man I am working for, and shall be interested in the success of his business. I propose to give him the best that is in me. I will give honest, earnest work and thought to his business, and give him the benefit of an experience in advertising that I believe to be absolutely unique. I don't believe any other man who ever lived has been in as close communication with as many bright advertisers as I have been for the last two years.

I want to hear from advertisers who want to do better advertising. I don't think it is worth while for any one to write to me, unless he is prepared to pay \$10 a month for this advisory advice. This is the minimum price. The maximum price is yet to be decided upon. It depends upon the size of the appropriation, and the consequent time and labor involved.

Write to me about it.

## THE C. &amp; K. MONOPOLY.

ADDISON ARCHER ASKS MR. KISSAM, OF CARLETON & KISSAM, ABOUT STREET CAR ADVERTISING—TELLS OF SOME SUCCESSFUL STREET CAR ADVERTISERS—HOW MUCH IT COSTS TO ADVERTISE IN STREET CARS—OTHER INTERESTING DETAILS

Carleton & Kissam are rapidly becoming the Standard Oil Company of the street car advertising world. It was only a few years ago that desk room in a back office was large enough for the Carleton & Kissam monopoly, but they now occupy the largest office on any one floor devoted exclusively to advertising. Mr. Kissam is in charge of the New York office, while Mr. Carleton stays over in Boston. Mr. Kissam, whose name, by the way, is pronounced with the accent on the "am," sat back in his easy chair, and when I asked him where he began personally, said:

"I formed the New York Advertising Sign Company as Kissam & Allen. I started business with \$300, and within five years made the concern known from the Atlantic to the Pacific, sending the first lot of sign painters across the continent, and awakening the ire of the legislators in Colorado when we decorated the Garden of the Gods with Durham Tobacco. They made it pretty exciting for us, and our men had to fly, but we got our advertisements up."

"You have had some exciting experiences, then?"

"Enough to fill PRINTERS' INK, set solid."

ADVERTISERS WHO HAVE MADE BIG MONEY.

"Tell something about the men who have been successful in street car advertising."

"A great many of them made a great deal of money. Our book, in which we give their testimonial letters—all of them voluntary and all of them printed just as received—is the best evidence that street car advertising, properly done, is a money-maker for the advertiser. Our business increases each year over the previous one; we keep the same customers, and are constantly adding new ones. Sapolio, Carter's Pills, H-O and J. C. Ayer have been with us for a great many years. Mr. Carleton has dealt continually with E. Morgan & Sons' Sapolio for over

twenty years, and over fifteen years with Mr. Brent Good, of Carter's Little Liver Pills. The number of cities when I went into the business in 1889 were simply Providence, Cincinnati and Chicago. We now control, under direct lease, over 50 cities, running from Boston to Denver and from Duluth to New Orleans, and have direct arrangements with about 40 more cities, representing over 9,000 full-time cars. We only do business with reliable parties, and when we make a contract to place a man's card in any car in our list, he knows it is there. The business is rapidly growing, however, to a period of centralization. I mean by this that the corporate greed of our landlords, the street railroad companies, has reduced the profits very materially within the last two years. We are paying over \$300,000 annually for our privileges alone."

"It would be interesting to describe your system from the making of a contract to putting the cards in the car."

"An advertiser making a contract with us usually asks for and receives a folder showing how many full-time cars are run, with the list of lines and the number of cars running on each. After the contract is signed, the getting up of the cards is sometimes done by us, but usually by the advertiser. Lists are made up in our office giving the number of cars in which each card goes, and another list showing which card to take out, as our cars are always full, and, consequently, there is no guess-work. If for any reason the cards to be taken out should not be in the car called for, a "check list" is taken of the car itself, this list compared with the books in our office, in which an accurate account is kept of every advertisement, and the mistake is at once corrected. After the advertisements are all placed we send our advertisers a list giving the numbers of the cars the card is in, so that they can be readily checked. When any change is made, such as cars taken off and new cars added, or for any other reason, we immediately notify the advertiser and give him a new list, and we send these lists as often as the occasion requires."

"The Procter & Gamble Company invented a splendid system for checking up their cars. They do this periodically, and they have not complained to us in a single instance. I refer to

them particularly as they are new in the business, and the cards they get up are in line with all their work, which has for years been among the finest in the magazines and papers. They have also invented another feature that some of the big advertisers would do well to adopt. They have gotten up a book which contains facsimiles of their street car ads in colors. These books they send to grocers, informing them of the fact that they are advertising in the cars in their city, which helps the sale of Ivory Soap. They are probably spending more money for street car cards than any advertiser, with the exception of Fleisher, of Philadelphia. The 'hump' advertising card was quite interesting, but Mr. Snyder states that his new Cupid Hairpin card will excel the 'hump' in interest."

"I note that street car advertisers are going more into colored illustrations. Are they using lithographic work largely?"

"No, only to some extent, but as a rule they use type."

"Is there any other color process available for street car cards except lithography?"

"Yes. Mr. Ireland, of Philadelphia, has produced some very effective cards by metal plate process. His card of the *Morning Journal* now running in the Broadway cars is a very striking ad."

"Is his process cheaper than lithography?"

"Yes, and quicker."

"Most people think that in street car cards something of the 'hump' jingle sort goes better than something more serious. What do you think about that, Mr. Kissam?"

"It is undoubtedly true that something crisp and interesting, either in prose or poetry, makes a better impression than the old, conventional form of advertising. Brevity and attractive display with clear announcement is the successful rule."

"How often, as a rule, should street car cards be changed?"

"That depends upon the size of the city that they are in, because in a small town people see them over and over, but in a large city it takes more time to make an impression."

"How often will you change if desired?"

"As often as the advertiser wishes us to."

"Every day?"

"Yes."

"Do you charge extra for these changes?"

"No."

"What is the average cost per day in your system?"

"It varies. The cost for advertising in the street cars in the territory east of Buffalo and Pittsburg is higher than it is West, but we make a rate of 40 cents per month for cards on contracts calling for 1,000 cars or more distributed in any part of our territory."

"How much does it cost to go in all your cars with one card one month?"

"\$3,600."

"How much does it cost for the cards themselves, that is, the cost for printing, etc.?"

"Well, cardboard is a commercial commodity. The prices fluctuate, more or less. In buying our cardboard for the Brooklyn 'L,' we had prices from all over the country. We had to have our cardboard made specially, as there was no mill in the country that turned out a card 16x48 inches, which is the size of a double card on the Brooklyn 'L.' We contracted for 200,000 sheets, and by getting figures from all of the principal mills, we are able to sell this cardboard to our advertisers for a great deal less than they could buy it themselves. Usually 11x21 inch card, 6-ply coated stock, costs about \$1.00 to \$1.10 per 100. Inferior stock, made of clay, can be bought for between 60 and 70 cents, but it does not pay to use it; the ink looks poorly, and the cards are susceptible to moisture and do not lie well in the racks."

"How many cards does it take to supply all your cars?"

"We usually have about 2 1-2 times as many cards as the contract calls for, as, for instance, in Buffalo we sell 200 cars, but we require 600 cards, as we put cards in all the box and open cars, as while they run open cars principally in the summer, in unpleasant weather the other cars are pulled out. In Chicago we have to use a great many cards on account of the city being so dirty, and it is difficult to keep the cards clean."

"You say it costs \$3,600 for all your cars for one month; how much does it cost the advertiser to furnish the cards?"

"About \$250.00."

"You have told what it costs to advertise in all of your cars, can you give me any idea of the circulation that your cars obtain?"

"Get that by multiplying the average of people by the number of cars, which is about 600 by 9,000, giving a total of 5,400,000, for which we charge \$3,600 per month or a little over \$100 per day, which, considering the size of our cards, averaging 21x11, and the fact that each passenger sits in front of one of these cards about ten minutes, gives us, we believe, the lowest rate for the largest amount of the best advertising in the world."

I had in mind to draw some comparison between the cost per line per 1,000 circulation in newspapers and magazines and the cost per 1,000 per thousand readers in street cars, but after this paralyzing statement of Mr. Kissam's I gave it up and asked: "What is the best street car city?"

"That is a very hard question to answer. The best rates are paid in New York."

"For what reason? Because people ride chiefly in elevated trains?"

"Oh, no! the elevated trains have a large patronage and should do a better business in the advertising line than they do, but I don't wish to be quoted as criticising these gentlemen. The cars controlled in New York by Ex-Mayor Grant are splendid lines and there is a great future in their possibilities. They carry more passengers than any similar line in the world. The Third Avenue system, controlled by Mr. Gilroy, since it has been cabled has traffic of over 5,000,000 monthly. We don't amount to much in New York City. Our little 107 cars are almost lost in the shuffle, but when you go across the bridge into Trolleyville there we are very much in evidence."

"We have revolutionized elevated advertising, as any one can see. We took hold of the Brooklyn Elevated on the 1st of last May. We discarded all the old-style back number frames that do not give real advertising. The size of the card formerly in the Brooklyn 'L' was 8x22 inches, and covered with glass. Our concave racks, the largest advertising racks in the world, holding a card 16x24 inches, give advertising that is modern and affords the customer a chance to tell his story in a most attractive style, and their size is such that the passenger cannot

get away from them; he is simply forced to see them. It is really amusing the way my friends are hedging on this Brooklyn 'L' matter. When we outbid the highest competitor a matter of \$10,000, dire disaster was predicted on all sides; that we had bitten off more than we could masticate was announced by some, and I was cheerfully informed that I would be driving an 'ash cart' within a few years. There is one thing I always believed in firmly and that is, to give an advertiser everything I can possibly for his money, and to have the cards look as the sign boards did years ago: better than any other fellow's."

"Do you have in mind any advertiser that uses street cars exclusively?"

"The 'hump hook and eye' uses street cars almost exclusively. They have enlarged their factory three times. The 'Kaysen Finger Tipped Glove' is another party, and their business is so large they cannot fill their orders. The S. H. & M. people are mostly in the cars. The 'Enameline' stove polish started with us four years ago and now they do one of the biggest stove polish businesses in the world. 'Sapolio's' contracts with us aggregate about \$140,000 dollars. Our largest customer is J. C. Ayer & Company. We have several others almost as large. Mr. Carleton practically started legitimate street car advertising in Boston when he went there from New York about fifteen years ago. It was then very little known, probably there was not \$50,000 per year done in street car advertising, because in New York business had fallen into disrepute, and was only done in a few places, mostly by local aspirants. Every city that had advertising had its own different sized card, and there were no general contracts placed. Mr. Carleton practically introduced the advertising rack to the world, and his methods were of such a nature that business came to him fast and his fame spread; Boston street cars became a synonym of good advertising and Mr. Carleton made a great deal of money. He extended to Providence, Cincinnati, and Chicago. The other extensions since we came together I have mentioned before. The advertising public became aware that they not only could get good street car advertising, but would be treated in a square, business-like manner, and though we have numerous competitors to-day, we have no difficulty in main-

taining our supremacy in this business."

Mr. Kissam had been reading the article in the New York *Sun* about street car advertising, and after he got through answering a telephone call from Cincinnati, I asked him about it.

"I saw the article in the *Sun* September 1st. It is very interesting, but it is very inaccurate in stating that there is over \$3,000,000 per year invested in street car advertising, and also that there is any syndicate that controls 11,000 cars; also the statement that New York does not rank higher is incorrect; and that there is a concern in the country that is spending \$100,000 a year on street car advertising. I should very much like to get the names of the people who spend from \$45,000 to \$75,000. The article, however, is quite interesting, and will do us all some good."

"How about the future of street car advertising. Mr. Kissam?"

"It is bright and promising. The medium is good and is running a close second to the newspapers. We do not claim that we control the only medium on earth, but we do claim that street car advertising has many points of merit, and it gives an advertiser not only a chance to exploit his goods in poetry or prose, but to illustrate them in natural colors besides."

And after that I came away.

ADDISON ARCHER.

#### BOOMING BUSINESS.

The merchants of Sturgis, Mich., have had an experience that ought to prove profitable to the local papers. Twenty-one merchants were taken in by an honest-looking individual, who persuaded them to advertise on some paper sacks he exhibited, and which he said would have a large circulation in homes, as they were intended to contain purchases of the several local stores.

Having collected the money for the ads, the honest man left town with his sample sacks, and is now probably booming newspaper advertising in distant parts.—*Fourth Estate*.

#### SPECIALIZATION.

The selling of goods is one thing, the advertising of them is another. A few years ago every merchant was his own advertisement writer. With the progressive business houses this day has gone by. The world is being "specialized." The man who can do one thing well is going to bear away the bell. But in advertising there will always be a dearth of the effective writer. And this because the study of advertising is the most difficult study in the world. Because, also, the telling of facts is not as easy as it is thought to be.—*E. A. Wheatley*.

A CLOCKMAKER'S ad should run all the time.

#### A TALK ON BUFFALO'S MEDIA.

By Margie Bowman.

An advertiser endeavoring to reach the reading public of the Electric City and Western New York has ample advantages in the press of Buffalo.

The oldest paper in the city is the *Commercial*, its weekly being started in 1811. The evening edition sells for two cents and is a responsible and representative family paper and, as Mr. Wm. H. Ellis, business manager, says, it reaches the "better half" of the community.

The *Evening News* is the acknowledged "Want" medium and is considered the people's paper, with an affidavit circulation of over 62,000 copies per day, sworn to by the business manager, Mr. J. Ambrose Butler. It's a 6-page penny paper and expands to 8 pages two or three times a week.

The other one-cent evening paper, the *Times*, is putting in a new three-deck Goss machine and with its other two perfecting presses will have the best press facilities in Buffalo. It is now issuing from 7 to 16 editions of an 8-page paper daily. Mr. Thos. M. Clark, the business manager, claims that his is the only paper in the country having a contract with a firm, the rate being so much per column per thousand of circulation. They virtually buy advertising as they buy their goods, checking up weekly and paying for only what they get.

The *Enquirer*, a bright, readable evening paper, managed by Mr. C. F. Kingsley, ably assisted in the advertising department by Mr. Geo. Rehbaum, its treasurer, has been issued as a high-class, two-cent paper, but rumor has it that it will enter the one-cent field Oct. 1st.

The *Courier*, the great Democratic "stand-by," is a two-cent morning paper, with Mr. Geo. H. Courter business manager, and prides itself on its finely displayed ads, and is just now adding largely to its equipment of handsome faces and artistic borders.

The last, but not least by any means, of the English dailies is the old reliable, always up-to-date, *Buffalo Morning Express*. Mr. Wm. H. Ramsdell, the genial business manager, takes much pride in the character and extent of the circulation of the daily, but grows grandiloquent in his praises of the pet project, the *Sunday Illustrated Express*, which has reached 63,000 circulated copies.

An advertiser not using the German newspapers in Buffalo does not cover the field thoroughly. The two evening dailies are the *Volksfreund* and the *Freie Presse*, both widely circulated and influential.

#### SIMPLE ENOUGH.



"How do you get your money to pay your advertising bills?"  
"By advertising."



MAKE IT PLAIN.

When you start to write an ad  
     Make it plain.  
 Whether it be good or bad—  
     Make it plain.  
 Do not, when the ad is seen  
 In bold type so clear and clean,  
 Have folks wonder what you mean—  
     Make it plain!

Don't use words so big and grand—  
     Make 'em plain!  
 Else folks cannot understand,  
     Make it plain!  
 Just remember when you write  
 That the *sense* should be in sight,  
 If the people you invite—  
     Make it plain!

J. C. G.

AMERICAN POSTERS, PAST AND PRESENT.

In America—at least, in the United States—the poster enjoys an absolutely unique distinction. In other countries it has been prized and admired, cherished in costly collections, and honored with the most serious artistic study and criticism. But in the United States the poster has been—and in some parts of the land it is yet—not only admired, but loved.

The craving to look at pictures, or even decorative lettering or pure decoration itself, seems to be natural to all types and classes of Americans. Any kind of picture attracts the untutored taste; but of course the preference is generally given to such as, according to the code of the art for art's sake people, should be consigned to eternal perdition as "distinctly literary." But in default of the picture that tells its own direct and indirect comprehensible story, the untaught native taste will accept pretty nearly anything in the general line of graphic art. It is the same in country and in town. The indifference of the New York street crowds to strange sights, odd people, fantastic costumes and the like has often been noted. Yet the hurrying workers who will not give a second glance to an Oriental garbed in dazzling gorgeousness, or even to a dime-museum giant off duty, will stop short at the sight of a sign-painter, and, putting all business or occupation aside, will gaze on him in seemingly helpless fascination while he letters "Eisenstein, Einstein, Ehrenstein, Johnstone & Co." And if by chance he illuminates his handiwork with a design of the garment known as "pants," and bearing a distant and painful resemblance to trousers, the crowd will stay faithfully by him till the last stroke of his brush—silent, eager, intent—looking upon him as upon one who performs a miracle.

It is, of course, the process of production more than the thing produced that holds the attention of the admiring townsman; but the attraction is not at all unlike that which fills the spirit of the back-country boy with wondering rapture when he sees the swift and dexterous pioneers of the circus arrive with paste-pots and brushes and ladders and ponderous burdens of huge sheets of paper laid in thick folds like cloth, and with an almost superhuman speed transform old Squire Calkin's long board-fence into a picture-gallery that is not only an orgy in the primary colors, but a most marvelous illumination of the works of nature, and a revelation of possibilities never before dreamed of by the student of natural history or the humble observer of animated nature.

Do you wonder that he loves it? Do you wonder that his soul prostrates itself before the elephant whose ears are so big that the ends of the flaps have to be supported by two attendant Nubians? Do you wonder that he loves the dromedary with four humps? No dromedary in his "jogafy-book" has any such holiday allowance of humps. Of course he will not see these marvelous features, and, in a certain sense, he knows it. They were not visible in last year's circus; and his cynical elder brother has openly and blasphemously denied their existence. But as he watches the great pictured sheets drying out in the sun, and smells the smell of paste—always pleasant in his nostrils, because of its association with many sticky achievements in the way of malicious mischief—why, the boy sees those animals, and those assorted colored people in regal clothes, just as if they were really there—for he sees them with the eye of faith. He would be ungrateful, indeed, if he did not love the circus-poster. All mankind loves the circus, and what circus ever rose to the glorious promise of its posters?

But it was not only the circus-poster that took hold on the heart of the country-folk of remote regions. Although the fondness for pictures was general in man, woman and child, it was not quite openly avowed. Certain old Puritanical traditions moved the people to look upon such home decorations as idle vanities; and even had this prejudice been less general the sources of artistic supply were meager in the extreme. Therefore the crude and costly printed posters of the circus, the traveling juggler, the Indian herb-doctor, the horse-dealer, and, more often than the rest, the gaudy lithographs advertising agricultural implements and patent medicines, were welcome in the little towns and at the lonely cross-roads. They were not often allowed in the house; but their utilitarian character gave them a sort of right to a place on the walls of the barn; and it was here that the boys and the hired men between them would set up an art-gallery which was never quite complete until a sheet of considerable size was skillfully reft from the pictured pageant on the board fence.

There is something pitiful in this attempt to satisfy a natural appetite with the very lowest forms of pictorial artifice; and a serious mischief sprang from it in the damper it put on any development or progress in the art of poster designs. It became an understood thing that the general public would not have anything better than the flashy and ill-executed prints to which they had grown accustomed; and year after year the same old pictorial horrors were scattered broadcast in city and country. This pernicious example had an influence on a class of producers who should have been above the half-superstitious folly. The theatrical managers caught the idea; and although the establishment of the lithographic art in this country gave them facilities which they had never had before, they stuck to the primitive system of printing from roughly engraved wood-blocks, superimposing one cross-hatching of color upon another: the result attained being perhaps more hideous and incoherent than anything which could be done in any other way of color-printing.

This absurd tradition practically checked all advance in poster designing until a score of years ago; and so far as the theatrical people were concerned it is more than doubtful whether they would ever have got out of the rut they had got into, if it had not been that the commercial people crowded them out

of it. I do not wish to imply that there were no exceptions to the rule of stupidity among the theatrical managers. A few self-respecting managers like Messrs. Palmer and Abbey and the late Lester Wallack made a number of brave and intelligent attempts to find graceful and dignified forms of pictorial advertising. But for the most part our actors and actresses allowed themselves to be portrayed on the bill-boards in a medium so grossly and unnecessarily offensive to good taste that the meanest mountebank might have blushed to find himself so set before the world. So dead was the poster-making art that serious dramatic and lyric artists had not even the resource of tasteful and appropriate decoration for their public announcements, but were obliged to use plain type—and type of designs of half a century old. It was at this point that the genius of patent medicine came to the relief of histrionic art.

Up to this time the patent medicine poster had been the most pitiful of all forms of pictorial advertising. In conception it never aimed to be more than feebly instructive, and in execution it was as hideous as cheap work could make it. It was constructed upon one of a few simple formulas—simple to the point of idiocy. Of these the most in use was what was known as the "Before and After"—which was short for before and after taking. This involved the employment of two pictures, one of which represents a lean and haggard wretch of advanced years, destitute of teeth, and but sparsely provided with hair, who was apparently trying to present his physical disabilities to the beholder in the most unpleasant possible light. The other picture showed a sturdy, lusty person in the prime of life, with well-slicked hair and as many teeth as the artist could crowd into his mouth, which was always shown stretched open in a laugh of an impossibly large size. Those who gazed on this display were expected to believe that the miracle of transforming the aged wreck into an offensively healthy person of thirty-five had been accomplished by the use of three bottles of Old Dr. Ripley's Resurgent Reinigorator or Imbricated Indian Tonic.

This was the favorite formula, but others pressed it hard. One that had considerable popularity showed a happy and precocious little boy with red striped stockings, yellow clothes, and, necessarily, red and yellow hair, rushing merrily into the room of his aged grandmother, and offering her a bottle of the good doctor's decoction. This little boy was among the most useful of all poster subjects; for if the advertiser wanted to spend money, he could have two pictures, in the first of which the grandmother sat paralyzed in her arm-chair with a crutch by her side—not a nice, easy crutch, but just a plain old home-made T-shaped affair—while in the second tableau the boy's rejuvenated relative accompanied him to the front door, and cast her crutch violently into the perspective. On the other hand, if the advertiser wanted to do things cheaply, one picture would suffice; wherein the old lady rose from her striped arm-chair, flinging her crutch loosely among the furniture at the mere sight of the boy and the bottle. In either case the old lady's chair was striped with the colors of the boy.

But the day came when some shrewd advertiser perceived that these pictures really had no firm claim on the popular respect. This was shown by the unflinching certainty with which, sooner or later, the lead-pencil of the public decorated the small boy with spectacles and his grandmother with side-whiskers. This man must have reasoned as

did the trustees of the Boston Public Library, when they found that the citizens were making the shabby old furniture of the library look shabbier yet with ink-marks and knife-cuts. Some officials would have turned out the offending citizens, but these trustees were wiser. They turned out the shabby old furniture, and replaced it with the handsomest that money could buy. Then the people respected those who had treated them with respect, and the defacement stopped forever. Applying the same idea to the patent medicine poster business, our advertiser set to work to address himself to the public with a decent courtesy and deference. His plan worked; perhaps he surprised himself, certainly he surprised the public. Even the worried business man, hurrying to his office, stopped when he found himself confronted with a poster that, though it bore the name of a well-known nostrum, bore also a highly attractive picture, well conceived and well executed; evidently an artist's design, and not that of an artisan; evidently made especially for the use it was put to, and evidently reproduced by the costliest skill. The subject was nothing—a single figure and the article to be advertised; but the latter object, while it was not recognizable, was not unduly prominent; and the figure was an admirably drawn study of a type well chosen to interest observers of every class.

The success of this first appeal to the popular interest by really artistic methods was so marked and unmistakable that it found numerous imitators. Business men who spent money largely in pictorial advertising, began to see that it was not the quantity but the quality of the printing they put forth that caught and held the popular eye; and it looked for a little while as though American ingenuity and liberality might do for the poster something approaching what natural taste and inborn inspiration had already done for it in France. The vulgar conventionalities of the past began to lose their commercial value; and the artist was called in to do what the advertising agent had done before. Still, so little did Americans, in the office or in the studio, realize that art is worthy of respect, even in its humblest manifestations, that the artists were ashamed to put their names to the good work they did for the good money of the advertisers, and the advertisers fatuously congratulated themselves on the fact that good artists came a few dollars cheaper anonymously than they did when they signed their names.

With the acceptance of the really handsome, admiration-compelling poster, the American took his first step on a path already well beaten in France, whence it practically took its start. He had learned one important lesson in the art of poster-making; but there were others that he had to go to Paris to learn.

Let us suppose him there, seeking for light, under intelligent guidance. Let us personify him and his conductor as the American Mentor and Telemachus, Mr. Halliday and Rollo. Thus might run an instructive bit of street dialogue:

ROLLO.—Father, what is that extraordinary picture on the circular bill-board over yonder? I am speaking particularly of the yellow lady kicking the silk hat off the blue moon.

MR. HALLIDAY.—That, my son, is an advertisement of a patent specific for the cure of ingrowing eyebrows. The lady, having been relieved of this painful and disfiguring malady, is expressing her gratitude, and celebrating her return to a natural vivacity of spirits.

ROLLO.—Thank you, father. I was about

to ask you how you obtained this information, but I am glad now that I refrained from speaking hastily; for I perceive that the name is printed inconspicuously in an obscure corner of the placard.

MR. HALLIDAY.—Yes, my son; and as I perceive that you are at a loss to know why the announcement is thus modestly made, I will explain to you that it is placed obscurely for a very simple purpose.

ROLLO.—Oh! yes, I see, papa. It is made to make the people wonder what on earth the picture is intended to advertise, so that they will look at it a long time in order to find out what it is.

MR. HALLIDAY.—Your supposition is entirely correct, Rollo. This is, indeed the purpose for which the whole picture is made. By looking carefully, you will observe other points that are carefully calculated to attract the comments of the curious. It has, you see, accomplished its purpose in having attracted our attention, and held it for a sufficient length of time to impress upon our minds the name of the article it advertises. It is this purpose which the proprietor wishes to effect, and it is for this reason that he has directed his artist to introduce into the costume of the lady, which is not, you will observe, anything of a complicated or extensive character—such a startling combination of colors as shrimp pink, electric blue, yellow green, and two conflicting shades of reddish purple.

ROLLO.—Thank you, father. And if on our return to Beechnutville, in our dear old State of New Hampshire, I should meet any ladies who exhibit the same symptoms, I shall certainly recommend them to try "Tur-lu-tu-tu" to eradicate ingrowing eyebrows.

—*Scribner's Magazine.*

#### HANDLING CUSTOMERS.

Every merchant should see that his clerks are properly instructed as to how to handle customers. When a new clerk begins to work for you, see that the first thing that is told him is the manner in which to deal with the people. See that the clerk is instructed to please the customer at all hazards. Do anything that is possible in the way of showing goods, answering questions, taking pains in waiting on cranks as well as quick and easy buyers. Instruct your clerks so that they will understand that every customer is to be treated fairly and as liberally as possible. See that no misrepresentations are made and try to have your clerks impress the people with the idea that your store is really at their service and is endeavoring to serve them faithfully. When a customer puts dependence in you or your employees see that they are never disappointed. If they leave anything to your judgment, see that your employees give them the very best that is to be had. It is well to let the clerk and the customer both feel that confidence is placed in the clerk by the firm. This strengthens the clerk in his efforts to serve you and makes the purchaser feel that some one is waiting on him who knows his business and in whose word dependence may be placed.—*Keystone.*

#### INTERMITTENT ADVERTISING.

Neither policy nor profit is found in intermittent advertising. The man who keeps his advertisement and business before the public constantly, systematically and persistently, while just to his patrons, is he who reaps where he has sown and reaps bountifully.—*Dubuque (Ia.) Trade Journal.*

#### SPECIAL SALE ADVERTISING.

Most of the dry goods advertising done to-day takes the form of special sales, or, in briefer parlance, bargains. While most other advertisers still adhere to the "card" or a general talk, the effect of which is expected to be cumulative rather than direct, and to make customers rather by instilling into the mind of the prospective purchaser the general idea that everything in a store is of high class and cheap price, the dry goods establishments have entirely broken away from old customs, and depend almost entirely on the attraction of prices that are really low. This departure has been followed to some extent by furniture men, and appears equally well suited to that business.

The object of the special sale is two-fold. It assists in lightening the load of dead stock, and by drawing people in by the attraction of the bargains, it results in the sale of articles which have not been advertised. The reduction on certain articles which have been advertised is more than compensated by the increased trade in other directions.

It seems that special sale advertising must ultimately be adopted by all dry goods houses. Hilton, Hughes & Company, who claim a high-class clientele, use the bargain ad almost exclusively. It used to be a tradition that for high-class houses to advertise in this way was almost as derogatory to a house with a select circle of customers as it is considered for a lawyer or physician to advertise at all. But utilitarian ideas have invaded the "select" department stores, and to-day we find these houses lustily calling for trade with the special sale ad.

So great has the development of the bargain idea become, that many houses are constantly on the lookout for cheap articles to use as leaders, or subjects of special sales. Sometimes certain houses advertise bargains that can only be termed such by stretching the imagination. But it is an expensive luxury at best, for the deluded customer is apt to become a good medium for advertising the firm's untrustworthiness.

I have heard it stated that one evil of special sale advertising is that people wait for the "mark-downs" when they desire certain articles. But this is certainly magnifying the danger. The American lady who wants a dress to-day will hardly wait an uncertain time, until the "mark-down" comes. She is apt to get it with all possible speed. And any diminution of trade from such a cause is covered a hundred-fold by her purchase of dozens of articles, the only enticement in each case being the lowness of the price. Bargains appeal with intense force to all women, and the shrewd advertiser who uses them as an attracting force, usually lands the largest number of feminine customers. O. HERZBERG.

SOME men are big and imposing, but stupid; some look insignificant, but are bright, active and efficient. It's the same way with advertisements. Size is desirable, but brightness is essential.—*The Timberman.*

THE substitution of the mechanical for the hand methods in the printing business, being generally accepted as an accomplished fact, and evidenced by their rapid introduction, leaves but the question of which particular system of mechanical substitute to be settled in the mind of the printer in meeting the inevitable.—*Paper and Press.*

## NOTES.

A. N. KELLOGG NEWSPAPER CO. have published a booklet on Strength in Typography, containing examples of excellent ad composition and display.

MR. LOUIS RICHARD SMITH has been appointed sole advertising representative for the *Cultivator and Country Gentleman*, of Albany, N. Y., for the East.

A DEPARTMENT in the *Author's Journal* is devoted to the advertising of authors, in which each writer describes the work in which he is most skillful and solicits employment therein.

A BERLIN dispatch reports that, at the suggestion of the German Envoy at Tokio, the central committee of German manufacturers is about to publish a periodical in Japanese to advertise German products in Japan.

WM. F. CARLETON, senior member of Carleton & Kissam, died at the Hot Springs Hotel, Yellowstone Park, on Sept. 17. He had been in frail health for some time, and traveled in the West for that reason. Mr. Carleton was forty-eight years old.

THE Standard Advertising Company, of Philadelphia, sells advertising cards in barber shops for a cent per card per day per shop. The cards are 11x21 inches, and extend on the ceiling to a point above the head rest of the chairs. The company controls 1,100 shops in Philadelphia, and is about to extend its system to New York.

A BILL has been introduced into the German Reichstag, by which it is sought to impose heavy penalties on persons resorting to fake advertising. By the provisions of this law, any merchant who misrepresents the quality of his goods, the quantity of his stock, the source from which it has been derived, or the reason for selling, may be prohibited from continuing such advertisement by injunction, applied for by any one engaged in the same business who may possibly be injured by such misrepresentation.

## THE LOCAL ADVERTISING FIELD.

The local advertisers with whom I have come in contact are willing to permit themselves to be pushed into doing a better sort of advertising. Their attitude is about like this: They say, "If you want to change our ads every week, and fix them up with rules and borders, we have no objection." The motive power to secure good advertising has to be exercised by the newspaper's advertising solicitor. He is the one who, most of the time, in the country districts, is obliged to argue with the advertiser, and demonstrate to him that it pays to depart from the old-style advertising and write ads that are interesting and that tell the readers something they want to know.

As one looks over the advertising pages of PRINTERS' INK he sees the names of scores of advertising "experts." Nearly every week new names appear as advertising writers. Some people might be inclined to ask if there is not a danger that the business will be overdone—that there will be too many advertising experts? I asked the young man this question who spends his time largely in writing advertisements and securing business for the advertising columns of a paper I am interested in. "Too many experts?" was his reply. "No, indeed. There is room for tens of thousands in this country. The ad-

vertising field in this country is in a fallow condition. There are some large advertisers—the makers of baking powder, soap, bicycles, and some patent medicines—who for years past have known how to prepare good advertisements. But there are thousands of advertisers in this country who have performed their work, and are performing it today, in the most bungling fashion. One only need to look over the exchanges of any country newspaper to see this. We need a school established somewhere—many schools, in fact—where advertising and business writing should be taught. Editors and editorial writers, whose work is in the small offices of the country, should receive lessons in writing advertisements, and printers in their composition. The more advertising experts there are the better. Their presence somewhere in the country—whether in New York or elsewhere—will do much to raise the general standard of the advertising business, and as this is done, there will be fewer people than ever ask if advertising pays. When that happy time comes—when by reason of good advertising being the rule instead of the exception—then the man who does not advertise will do no business."

I believe my young man is correct in his conclusions. R. M. TUTTLE.

## ON THE BOWERY.

Editor of PRINTERS' INK:

Some of the signs on the Bowery are unique and interesting. I send you particulars of a few:

A Hatter: "It isn't the face that makes the man. It's Glassheim's Hats."

A Druggist: "Valkyrie would not have let Defender walk away with that cup if it had been filled with our Orange Phosphate."

A Fish Dealer: "Fresh Ichthyologies on Ice."

A Gents' Furnisher (under a sketch of a busted actor walking to the next stand along a railroad track): "A Leader on Ties. For instance, this lot 50 cents."

At the corner of Chatham street is undoubtedly the longest sign in New York: "Gemeinsame Passage Agentur der Vereinigten Continentalen Dampfschiff Linien." It is in black and gold, 63 feet long and 2 feet wide.

A good ad-sign of a well-known firm that I have seen only on the Bowery attracts instantaneous attention as you approach, by the mandate, in bold letters, "PLAY BALL." When you arrive opposite it reads: "Spalding's Base Ball Supplies," and, as you cast a look backwards, "We Sell 'Em."

Here is the trite but striking legend over a pair of "ladies'" shoes: "Where else could you find it but on the Bowery? Cheapest you Ever Saw In your Life. \$1.24." OBSERVER.

## TEN YEARS FROM NOW.

The man who takes the lead has the best chance to maintain it. There are many lines of business in which systematic advertising has not yet been made a feature. Ten years from now some people will wonder why they let others get the start of them.—TURN TO.

A CHURCH is made known by its steeple,

A crank creates comment by fads,

A city is "boomed" by its people,

But the tradesman must trust to his ads.

## THE BEST OF MEDIUMS.

You may talk about your posters and your ads upon the fence,  
But they ain't the kind o' mediums that appeal to common sense.

You may talk about your dodgers and your circulars and such,  
But I calculate they don't assist an advertiser much;

And especially in winter, when the snow is on the ground,  
I wonder where your posters and your dodgers can be found?

But within the cosy homestead, when the parlor stove's aglow,  
The newspaper is read aloud to every one we know.

The farmer sees the painted sign upon his barn and grins;  
Five dollars yearly for the space he usually wins,

And there his interest in the ad begins, and there it ends,

And the same is true of nearly all his neighbors and his friends;

But they read the local paper every day or every week,

And in its welcome columns all their information seek,

And you may be quite certain that the ads therein displayed

Are also read with interest and are sure to make some trade.

It stands to reason, anyhow, that what a fellow buys

He's going to read and get his money's worth, if he is wise.

The father, mother, uncle, aunt, the daughter and the son,

Are going to read the newspaper, and so is every one.

So it also stands to reason that a local merchant's ad

Will there attract attention, be it either good or bad,

And the newspaper as medium leads all other kinds with ease,

For that is where the multitude the advertiser sees.

## PROGRAMMES AND BLOTTERS.

The editor of this department is in receipt of a communication from a subscriber in Charleston, S. C., requesting an opinion upon the value of advertising in theater programmes, post-office blotters, time tables, with space for advertising cards, etc. Our correspondent states that there is a constant series of these schemes in his city, and grocers, as a rule, by reason of the fact that usually some of their patrons solicit for these things, are compelled to take space in them, and usually pay a good round sum for it.

So far as the actual value of all of these advertising schemes is concerned, we have never believed that they had any. We have made considerable inquiry among merchants who have been forced, by circumstances, to use them, as to their ideas concerning their value, and we never have found one who could trace a single cent's worth of business to them. There is more than some people think in the way the public looks at an advertising medium. In newspapers, for instance, people expect to see advertisements, and look upon these newspapers as the legitimate media through which they are to be kept informed as to the trend of trade. In

post-office blotters or time tables, it may be true that people expect to find some advertising, but it is equally true that by experience they have learned never to expect anything new or fresh in it, and realizing that they, as a rule, view all these things with indifference, nine times out of ten not taking the trouble to even read them.

An unfortunate circumstance about these advertising schemes is the fact that very often grocers are virtually blackmailed into wasting their money by patronizing them. A customer goes to his grocer's store, and without any palaver shows him the programme and requests him to take space. The grocer knows very well what the result will be if he refuses, and there he is. Almost invariably he is forced to give away his hard-earned money for absolutely no value. But we do not consider ourselves wise enough to lay down any remedy for this. It is one of those things which must adjust itself with time.—*Grocery World.*

## A TELEPHONE JOURNAL.

The telephone newspaper organized at Pesth, Hungary, has now been working successfully for two years. It is the only newspaper of the kind in the world. It is called the *Telephone Hirondo*, or *Herald*, costs two cents, like a printed paper, and is valuable to persons who are unable or too lazy to use their eyes or who cannot read. It has 6,000 subscribers, who receive the news as they would ordinary telephone messages. A special wire 168 miles long runs along the windows of the houses of subscribers, which are connected with the main line by separate wires and special apparatus which prevents the blocking of the system by an accident at any one of the stations. Within the houses long, flexible wires make it possible to carry the receiver to the bed or elsewhere in the room.

The news is not delivered as it happens to come in, but is carefully edited and arranged according to a printed schedule, so that a subscriber at any time knows what part of the paper he is going to hear. It begins with the night telegrams from all parts of Europe. Then comes the calendar of events for the day, with the city news and the lists of strangers at the hotels. After that follow articles on music, art and literature. The staff is organized like that of any other newspaper, and is on duty from 7.30 in the morning till 9.30 at night. After the copy has passed through the editor's hands, for the paper is subject to the same restrictions as ordinary newspapers and is liable for its communications, it is given to the "speakers." These are ten men with strong voices and clear enunciation, who work in shifts of two at a time and talk the news through the telephone. There are twenty-eight editions uttered a day. Additions to the first edition are announced as news items.—*Newspaperdom.*

ADVERTISEMENTS that pay make money easier than any other way known to sell goods. No salesmen or agencies are necessary. The public will have the goods; the jobbers must have the goods for the public, even if the margin of profit is so small as not to pay for them.—*Profitable Advertising.*

Just a little adlet  
Placed with careful hand  
Makes a mighty difference  
In this pleasant land.

## AN ANCIENT SIGN.

This is the announcement of an ancient sign, said still to be hanging at Falmouth, England:

"Roger Giles, Surgin, Parish Clark & Skulemaster, Groser & Hundertaker, Respectably informs ladys and gentleman that he drors teef without wateing a minit, applies laches every hour, blisters on the lowest tarms and vizzicks for penny a peace. He sells Godfather's kordales, kuts korns, bunyons, doctors osses, clips donkies wance a munth and undertakes to luke arter every bodies naysls by the ear. Joesharps, penny wissels, brass kanelasticks, fryin pans and other moozikal hinsturments hat grateley reydooced figers. Young ladys and gentlemen larns their gramur and langedue in the purtiest mannar, also grate care taken of their morrels and spellin. Also zarm-zinging, taching the brass vial, and oll other zorts of fancy work, squidils, pokers, weazels, and all country dances tort at home and abroad at perfektshun. Perfumery and snuff in all its branches. As times is cruel bad, I begs to tell ee that I has just begunned to sell all sorts of stashonary ware, cox, hens, vouts, pigs and all other kinds of poultry, Blackin-brishes, herrins, coles, scrubbin-brishes, tarykel and godley bukes and bibles, mise-traps, brick-dist, whisker-seeds, morrel pokkerankerchers, and all zorts of swate-maits, including taters, sages and other garden stuff, bakky, zizars, lamp oyle, tay kittles and other intozxigatin likkers, a dale of fruit, hats, songs, hare oyle, pattins, bukkits, grindin stones and hother aitables, corn and bunyon salve and all hardware. I as laid in a large azzortment of trype, dog mate, lollipops, ginger beer, matches and other pikklis, such as hapsom salts, hoysters, winzer sope, ansetrar.—Old rags bori and zold here and nowhere else, newlayde heggs by me Roger Giles, singing burdes keeped, such as howls, donkies, paykox, lobsters, crickets, also a stock of a celebrated brayder.

"P. S.—I tayches geography, rithmetic, cowsticks, jinnastics and other Chynees tricks."—*New York Tribune.*

## THE AUTOHARP ON SUMTER.

It is not generally known that the historic walls of Fort Sumter are adorned with lettering which refers to the autoharp. The unique manner in which the autoharp name was placed on the old fort at which Beauregard hurled the opening shot of the rebellion, is interesting. It seems that the old fort is practically abandoned by the war department, but as an object of historical interest it will always be preserved; it is under the sole charge of one man, a sergeant in the United States Army. Of course, there are provisions which prohibit the placing of signs or lettering upon the ruins, but one day this summer an artist rowed alongside and joined the old sergeant. After a few moments' pleasant chat he produced cigars and a bottle which bore a well-known label. A few drinks were enjoyed, and the artist said: "Sergeant, I should be pleased to have you show me about this fort."

"Certainly, with pleasure."

A lapse of a little more time and the painter addressed the man as lieutenant; a short time further, in which more cigars had been consumed, and the sergeant had reached the ranks of captain; a short time after, with astonishing rapidity, he rose to the rank of major. When he was thus addressed his bosom swelled with pride. Still

the artist worked on. A little more time and he was addressing the old sergeant as colonel. This time he said:

"Colonel, I don't suppose you'll object if I do a little artistic work on the walls?"

"No, sir; certainly not. Anything you wish," and the old sergeant strutted pompously along the embankment, and the artist immediately began work, and that is the story as it is told in Charleston of how the walls of Fort Sumter became decorated with the legends of the autoharp.—*Music Trade Review.*

He stood upon the world's firm threshold wide

And heard the din of battle and of discord rise;

He scanned the ranks of those on either side;

The victors were the men who advertise!

THE secret of success in life lies in knowing how to make the most of opportunities. The opportunity to prosper through the use of printers' ink is always present. It is a living condition.—*B. M. Moss.*

## Classified Advertisements.

Advertisements under this head, *twelines or more without display, is cents a line. Must be handed in one week in advance.*

## WANTS.

I WANT to rent or buy paying Republican weekly. "R," care Printers' Ink.

FOREMAN wants position, daily or weekly. All references. "R," care Printers' Ink.

WISCONSIN AGRICULTURIST, Racine, Wis. Advertisements at 30 cents a line for 25,000 circulation, guaranteed.

WANTED—Experienced advertising man to take charge of advertising for a corporation, at reasonable salary. Address "L," care Printers' Ink, with references.

WANTED—Advertising space in exchange for bicycles, baby carriages, reed chairs, tricycles, refrigerators, guitars, mandolins, etc. Address P. O. Box 222, North Indianapolis, Ind.

WANTED—A spy canvasser for our newspaper department. Previous experience necessary. Salary and commission. DESMOND DUNNE ADV. AGENCY, Eagle Bldg., Brooklyn.

EDITORIALS written for daily or weekly newspapers (Republican or Independent preferred), by editor of leading paper in a New York city. Terms very reasonable. Address "MAK," care Printers' Ink.

SUBSCRIPTION solicitor of experience, push and ideas wanted to manage the daily and weekly departments of the Rockford (Ill.) REGISTER GAZETTE. Only hustlers of unquestionable reliability need apply.

MANAGING editor leading Cal. daily would like to make Eastern engagement as editorial writer, telegraph or city editor. Is practical, experienced, all-around newspaper man, capable of filling any position satisfactorily. Best references. Address "FACIFIC," care Printers' Ink.

## OFFER FOR BUSINESS MEN.

You cannot expect to create a favorable impression with an old-fashioned, cheap-appearing letter head. Use one that will represent your business in a creditable manner. Elegantly designed and engraved plate for letter head, \$7.50; gives effect of a lithograph. Sketch submitted on approval—no charge if not accepted. Give exact size and wording. W. MOSELEY, 23 Hill St., Elgin, Ill.

## PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

NEWSPAPER INSURANCE.

THE YANK, Boston, Mass., wards off business death. 100,000 monthly.

PRESSWORK.

IF you have a long run of presswork it will pay you to consult us. Largest press-room in the city. Best of work. Most reasonable prices. FERRIS BROS., 224-230 Pearl St., N. Y.

ELECTROTYPES.

HOW to make cuts. Do you want to learn the art of making engravings for book and newspaper illustration in a practical method? Write for terms and particulars. D. C. BITTER, 78 Dearborn St., Chicago.

MISCELLANEOUS.

"IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

WISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in Wisconsin. Established 1877.

PRESS CLIPPINGS.

SOUTHERN CLIPPING BUREAU, Atlanta, Ga. Press clippings for trade journals and advs.

THE CHICAGO PRESS CLIPPING BUREAU, 36 La Salle St., Chicago. 40 expert readers. Patrons all satisfied. We can help push your business. Write. N. Y. Office, Equitable Bldg.

MERCANTILE LAW.

CAVANAGH & THOMAS, Omaha, Nebraska, lawyers and adjusters. Collections of jobbers handled anywhere in Iowa or Nebraska with success; \$,000 of the leading Eastern jobbers examine our reports every week. Are recommended by all credit men as the best system of watching their trade. Write us. Reference, W. & J. Sloan, New York City.

ADVERTISING AGENCIES.

STANLEY DAY, New Market, N. J. ADVERTISER'S GUIDE, 50c. a year. Sample mailed free.

ANY responsible advertising agency will guarantee the circulation of the WISCONSIN AGRICULTURIST, Racine Wis., to be 25,000.

IF you wish to advertise anything anywhere at any time, write to the GEO. F. ROWELL ADVERTISING CO., 10 Spruce St., New York.

ADDRESSES AND ADDRESSING.

LETTERS for sale or rent. Cash paid for all lines of fresh letters. Write for lists and prices. H. C. RUPE, South Bend, Ind.

CARDS, wrappers and envelopes addressed to leading advertisers, 45 per 1,000. Will X for space. TOWNSEND, 408 E. 2nd, Minneapolis, Minn.

87.00 BUYS 7,715 male addresses, just compiled and printed. A customer writes: "CHICAGO, Ill., Sept. 19, 1898. GENTLEMEN—Received the list all O. K. It is nicely gotten up. Yours truly, HAMLIN'S WIZARD OIL CO." Address MILLER & BALL, Arkansas City, Kan.

PRINTERS.

VAN BIBBER'S Printers' Rollers.

THE LOTUS PRESS, 140 W. 23rd St. (See ads under Adv. Constructors.)

\$22 BUYS 100,000 white 6x9 circulars. Write ELECTRIC PRESS, Madison, Wis.

FOR one check book, 1,000 checks, 3 deep, well bound, perforated and numbered, my price is \$4.00. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., N. Y.

1,000 NEAT business cards for \$1.50. I have on hand a large quantity of fine Bristol board. While it lasts I will fill orders at the above price. Cash with the order. WILLIAM JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

TO LET.

YANK, Boston. Space.

WE have for rent, at 10 Spruce St., two connecting offices, one large and one small. They are up only one flight of stairs and are well-lighted and the pleasantest offices in the building. Size of large room about 20x24; smaller, 10x15. If wanting such offices, please call and talk about price, etc. Will be fitted up to suit. Address GEO. F. ROWELL & CO.

BILLPOSTING AND DISTRIBUTING.

P. PRINTZ, distributor of advertising matter, 739 9th St., N. E., Washington, D. C.

KEYSER distributes advertising matter and samples in Cleveland, O. 1006 Scovill Ave.

CIRCULARS, samples and all kinds of advertising matter distributed at reasonable prices. O. G. DORNER, 85 Marion St., Cleveland, O.

SAN FRANCISCO Ad Signs. "It's a way we have" of Daylight Advertising. Rightly done. "It's a way we have" of getting returns for you. ADAMS, S. I. Store, Manager, 566 Commercial St., San Francisco, Cal.

KANSAS CITY and adjacent towns. All kinds of advertising matter, samples, etc. distributed. Signs nailed up. Wall signs painted, etc., etc. Good honest work at a reasonable price. THOS. J. KENNEY, 1248 Broadway, Kansas City, Mo. Reference, Lyon Mfg. Co., Brooklyn, N. Y.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 199 Water St., New York.

NEWSPAPER—Rolls or sheets. First quality. Write A. G. ELLIOT & CO., Philadelphia, Pa.

STANDARD TYPE Foundry printing outfits, type, original borders. 300 Clark St., Chicago.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd, 10 Spruce St., New York. Special prices to cash buyers.

THE best in the world. That is the kind of type I make, and I can beat them all on prices. P. H. BRENNAN, Successor to Walker & Brennan, 301 to 305 William St., New York.

TO printers who still use foot power, or would change power to lessen expense. You will get very satisfactory results from our gas and gasoline engines. They occupy small space; moderate price, economical, steady motion, durable. PHILADA. GAS ENGINE CO., 911 Walnut St., Philadelphia.

ADVERTISING NOVELTIES.

FAIRY STONE—Fastest selling novelty. Sample postpaid, 50c. J. W. WILEY, Winston, N. C.

SHEET MUSIC—The latest song. "Private Tommy Atkins," with your ad on, in lots of 1 M to 100 M. Write for prices. A. K. PARKE, 70 State St., Chicago.

PADS—Pencil pads for memorandums—any size to order—7c. lb. Embossed catalogues a specialty. Send for one. GRIFFITH, AXTELL & Cady CO., Holyoke, Mass.

ADVERTISING blotters, printed, \$2.50 per 1,000; A size 4x9 1/2; good stock; 5,000 for \$10, cash with order. V. I. AARON & CO., Printers and Stationers, 338 Dearborn St., Chicago, Ill.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

IT'S little, but it's great—is the Union Mailing Rule, nickel plated, 30 cents by mail; che. pr. in larger lots. It beats \$15 patent "mailers" all holler. UNION QUON COMPANY, 358 Dearborn St., Chicago.

TRADE-WINNERS and money-makers; these are the qualities of our advertising novelties; the people want them. Write us for information. Largest plant in U. S. THE CURRENT PUB. CO., 1005 Filbert St., Philadelphia.



## BOOKS.

OLD books bought and sold. Send stamp for list. Address A. J. CRAWFORD, 312 North 7th St., St. Louis, Mo.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

AMERICAN NEWSPAPER DIRECTORY for 1895 (issued June 15th). Describes and reports the circulation of 30,356 newspapers and periodicals. Pays a reward of \$25 for every case where a publisher is not accorded a circulation rating in accordance with facts shown by his statement in detail if signed and dated, and \$100 reward to the first person who shows any such statement to have been untrue. Over 1,000 pages. Price, Five Dollars; 51 cents extra for postage if forwarded by mail. Address GEO. F. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

## ADVERTISING MEDIA.

THE YANK, Boston, Mass., 100,000 monthly.

THE best people in fifty Maine Coast towns read the Rockland DAILY STAR.

SHOE TRADE JOURNAL, Chicago, always secures business for advertisers. Try it.

IF you advertise in Ohio you will get results. For particulars address H. D. LA COSTE, 38 Park Row, New York.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

"IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

H. D. LA COSTE, 38 Park Row, New York. Special newspaper representative. I offer advertisers papers that bring results.

IN all America there are only eight semi-monthlies which have so large a circulation as the WISCONSIN AGRICULTURIST, Racine, Wis.

SAN FRANCISCO Ad Signs. "It's a way we have" of Daylight Advertising. Rightly done. "It's a way we have" of getting returns for you. AD SIGNS, S. I. Stone, Manager, 506 Commercial St., San Francisco, Cal.

ARE you advertising in Ohio? We invite your attention to the Dayton MORNING TIMES, circulating 4,500 copies daily; the EVENING NEWS, 9,500 copies each issue, and the WEEKLY TIMES-News, 4,500 copies; are the representative family newspapers of Dayton, and with their combined circulation of 14,000 copies daily thoroughly reach the homes of that section. Dayton is a prosperous city of 80,000, and the News and Times are long established journals, and have always enjoyed to a marked degree the confidence and support of the best people in Dayton. Address H. D. LA COSTE, 38 Park Row, New York.

## ADVERTISEMENT CONSTRUCTORS.

AFT ads. CURRAN.

ADS built for business. Small ones 50 cts. each. Readers \$4 a dozen, cash. F. W. DECKER, Newburgh, N. Y.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULTESSES G. MANNING, South Bend, Ind.

FOR 15 days I will write 5 ads for \$2; after that, 5. H. FRANK WINCHESTER, 162 Ashford St., Brooklyn, N. Y.

ILLUSTRATED "advertising monthlies" written and printed. Valuable plan for large advertisers. Write. CLIFTON WADY, Writer, Somerville, Boston, Mass.

A SAFE rule to follow: No matter who does the writing of your ads, circulars or booklets, be sure to have WM. JOHNSTON, of Printers' Ink Press, do the printing.

CONTRACTS for 365 advertisements a year.

" " 313 " "

" " 82 " "

E. L. SMITH, Codman Bldg., Boston, Mass.

AD, with original outline cut, 35c. OCTAVUS COHEN, 335 Forest Ave., N. Y.

"MR. SCARBORO: The attractive and convincing way in which you have told our story is so satisfactory we have decided to put it into booklet. BOWTICK & CHURCH, Lock-Stub System of Cash Registry, 136 Liberty St., New York.

FOR \$10 I will print 1,000 8 page booklets, using a good quality of heavy linen paper and any color of ink you may desire. Cash must accompany order and copy. Proof furnished. Address WILLIAM JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

HENRY HOLMES—5 ads and 5 cuts for \$2. For retailers only and only once to each—after that \$5 for 5 ads and 5 cuts. Cash with order every time—money back if you want it. Booklets, circulars, etc., at proportionate prices on the same terms. Orders without cash—waste basket. HENRY HOLMES, 17 Beekman St., N. Y.

MY prices: 5 reading notices (2 to 5 lines), \$4; 12 reading notices, \$2.50; 5 retail ads, 45¢; 12 retail ads and 5 illustration cuts, \$7.35; 13 retail ads and 13 illustration cuts, \$16; booklets for retailers, \$2 a page. Special subjects cost more. Cash with order. Money back if I can't suit you. Send plenty of data to direct me. JED SCARBORO, 48 Arbuckle Building, Brooklyn, N. Y.

TRUTHFUL, brief, explicit ads on any subject. Medical ads, circulars, booklets. I have the proper literary and business training. I write English and German, French ditto. Translations from a circular to a full book to order. Charges moderate. Work correct. Letter of address \$3—a chance for advertisers that can't afford to pay a fortune. Money's worth or money back. Cash with inquiry. CHAS. J. ZINGG, Farmington, Me.

IF you're in business and advertise, I'd like to correspond with you. My business is to increase your business and to build up my own. The best business-bringer is advertising, properly written and placed. I do both as well as man is capable of doing. If you think there's value in my work, you pay its value nothing more. Will you write! F. MCC. SMITH, L. & T. Building Washington, D. C.; Equitable Building, Baltimore.

WE believe in putting prices in our advertisements whenever possible, but, after all, price alone means nothing. Figures quoted here might look extravagant, but if the quality of the work itself were seen the prices would seem cheap. We are cheap printers in the sense of giving advertisers the highest value for their money. No printing is cheap unless it accomplishes what it is intended to accomplish. It is generally turns out that printing which costs the most is very cheap, because it brings better results than had been expected. Don't, please, judge us by our prices alone. Judge us by what our printing accomplishes. THE LOTUS PRESS, 140 W. 33d St., N. Y.

THIS is an era of circulars, booklets and catalogues. The mails are burdened with them. Ton upon ton is sent out daily. Half the business man's mail is printed matter. The housewife is flooded with business literature. Ordinary printing sent out in this way goes headlong into the waste basket. It is only the unusual and artistic that gets attention. We are unusual and artistic printers. We have reached this distinction through years of preparation and study. We charge about \$65 for printing 2,000 unusual and artistic eight-page booklets in two colors. Ordinary printers would charge about \$50. The difference of \$15 represents how little extra it costs to keep out of the waste basket. THE LOTUS PRESS, 140 W. 33d St., N. Y. City.

I HAVE found bargain advertising a good way to secure new customers and am going to give it a try in PRINTERS' INK. What I am after is regular high-grade customers who are willing to pay well for good work. Any one who has never had any work from me can, until Oct. 20, for \$3 in advance, have a booklet or circular planned, arranged and written for him. I will also give a cut for the cover and promise to make a dainty, harmonious piece of work. The cut will often cost me more than \$2. My regular charge for a booklet is \$3 and upwards—usually "upwards." I can do no rush work on this bargain offer and must be given plenty of facts to work on. People whom I cannot suit can have their money back. E. L. CURRAN, 111 W. 34th St., N. Y.



MAILING MACHINES.

**\$1.00** (stamps or m. o.) Pelham Mailing System and Mailer, postp'd. Prac't; 1,000 hour; saves 2-3 time writing; no type lists; unique address label. C. P. ADAMS & BRO., Topeka, Kan.

ILLUSTRATORS AND ILLUSTRATIONS.

**H.** SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

**C**UTS for newspaper, book and catalogue illustrating by up-to-date methods. See our specimens and prices. SANDERS ENGRAVING CO., St. Louis, Mo.

**H**ANDSOME illustrations and initials for magazines, weeklies and general printing, 5c. per inch. Sample pages for 3c. stamp. AMERICAN ILLUSTRATING CO., Newark, N. J.

**B**USINESS will pick up if you push it along. Put more life in your ads. A little sketch will help; 50 cents for a good one. Write about it. R. L. WILLIAMS, 55 & T. Bldg., Wash., D. C.

FOR SALE.

**5**-LINE advertisement, \$1. WISCONSIN AGRICULTURIST, Racine, Wis.

**\$3.50** BUYS 1 INCH. 50,000 copies Proven. WOMAN'S WORK, Athens, Ga.

**"IN** her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

**A** NEW YORK country weekly, netting several thousand dollars annually, offered for sale. Best reasons for selling. Purchaser must pay \$5,000 down. "O. O." care Printers' Ink.

**N**EWSPAPER plant, including a weekly newspaper six years established, for sale at a tremendous bargain. Splendid field in which to start an afternoon daily. WM. M. KENDALL, Manchester, N. H.

**N**EWSPAPER plant for sale. Weekly paper, fully equipped, with good circulation and advertising patronage. Also has good jobbing patronage. Everything first class and almost new. Purchaser must have at least \$1,000 to pay down, balance on easy payments. A good chance for a live young newspaper man. Owner has other interests to look after. Address E. LEITH, 10 Spruce St., New York.

**FOR SALE**—The Cape Girardeau DEMOCRAT—daily and weekly. The only papers published in Cape Girardeau, a city of 4,000 population. The best newspaper and job office in the State of Missouri, outside of St. Louis and Kansas City. New material and new improved presses. Office doing a good business. Will sell for part cash and balance on easy terms. For further particulars address BEN H. ADAMS, Cape Girardeau, Mo.

**TWO PRINTERS**—A book and job printing office, doing good business in Indianapolis, Ind. (130,000 pop.); large selection modern job type, abundance body type from 5½ point up, all in splendid condition, with everything which goes to make a first-class office, all on point system. Cost over \$3,000. Will sell at a bargain, sickness in family compelling change of climate. Rare chance for practical man with a little money. Address "J. M. H." care Printers' Ink.

ARRANGED BY STATES.

ARKANSAS.

HOLDS ITS PATRONS.

The Arkansas Gazette

Published at Little Rock, is one of the well-known mediums to which the following will apply, as most of the prominent newspaper advertisers who do business in its territory are fixtures in the columns of that paper: "Where a publication retains the bulk of its advertising year after year, its hold upon its customers speaks volumes for its value."—Collector and Commercial Lawyer.

CALIFORNIA.

**ALWAYS AHEAD**—Los Angeles TIMES, So. Cal.'s great daily. Circulation over 14,000.

**T**HE great California fruit-growing district of which San Jose is the center is thoroughly covered by the Daily San Jose MERCURY. Sample copies free. For advertising rates in daily or weekly address MERCURY, San Jose, Cal.

**THE WAVE**, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. E. KATZ, 186-187 World Bldg, New York, N. Y., sole agent. **13,000** weekly guaranteed.

**T**HE EXAMINER has a larger daily circulation than all the other morning papers in San Francisco combined, and the largest circulation of any daily west of Chicago, while the weekly EXAMINER has the highest circulation yet accorded to any paper west of the Missouri.—From Printers' Ink, issue of July 3, 1905.

IOWA.

**T**HE DAILY TELEGRAPH is credited in the American Newspaper Directory for 1895 with a higher circulation rating than any other daily issued in Dubuque County.

**O**NE county and one town fully covered by one paper. The WEEKLY SENTINEL covers Carroll County better than any other paper. Circulation guaranteed by Rowell to be larger than any other weekly in the county. The DAILY SENTINEL is the only daily in city or county. Fills the field. Advertising rates based on circulation. Carroll, Iowa.

MICHIGAN.

**T**HE 800 DEMOCRAT Sault Ste. Marie, Mich. It should be on your list.

**SAGINAW COURIER-HERALD**. Daily, 6,000; Sunday, 7,000; weekly, 14,000.

**SAGINAW COURIER-HERALD** is delivered directly into the homes by its own carriers.

**SAGINAW COURIER-HERALD**, largest circ'n in No. Mich. Full Assoc'd Press dispatches.

**SAGINAW Evening and Weekly NEWS**. Largest circulations in the Saginaw Valley, Mich.

**SAGINAW COURIER-HERALD** is the leading newspaper in Northern Michigan. Issued mornings except Mondays, Sunday and Weekly. Daily, 6,000, est. 1870; Sunday, 7,000; Weekly, 14,000, est. 1887. Saginaw (pop. 60,000) is the third city in Michigan. For further information address H. D. LACOSTE, 38 Park Row, New York.

**JACKSON (Mich.) PATRIOT**, morning, evening, Sunday and twice a week. The leaders in their respective fields. Exclusive Associated Press franchise. Only morning newspaper in this section. All modern improvements. Rates reasonable. The leading advertisers in the country are represented in the PATRIOT's columns. Information of H. D. LACOSTE, 38 Park Row, N.Y.

MISSISSIPPI.

**THE WATCHMAN** has a large circulation throughout the Southern States, and is a splendid advertising medium. Send for sample copy and advertising rates. JAS. M. WALKER, Publisher, Williamsburg, Miss.

**THE RIPLEY ADVERTISER** is the oldest paper in North Miss. and circulates in a rich farming section where dairy interests are developing. Wants advertising and offers low rates: 25 cents per inch per month, cash. Address C. A. ROBERTSON, Ripley, Miss. Circulation growing rapidly.

MISSOURI.

**KANSAS CITY WORLD**, daily exceeding 25,000, Sunday 30,000.

**MEDICAL FORTNIGHTLY** offers \$50 for a new cover design. St. Louis.

**T**O reach the 50,000 lead and zinc mines of Southwest Missouri, use the columns of the Webb City Daily and Weekly SENTINEL. A live, progressive and up-to-date paper.

## LOUISIANA.

**S. W. PRESBYTERIAN**, New Orleans, weekly over Ala., Ark., Fla., La., Miss., Tenn., Tex.

## MAINE.

**THE HOME TREASURY**, Augusta, Maine, proves 50,000 copies per month.

## MASSACHUSETTS.

**25 CENTS** for 40 words, 5 days. Daily **ENTERPRISE**, Brockton, Mass. No snide ads.

## MONTANA.

**THE LIVINGSTON ENTERPRISE**: eight pages; all home print. Circulation exceeds 1,000.

**ANACONDA STANDARD**. Circulation three times greater than that of any other daily or Sunday paper in Montana: 10,000 copies daily.

## NEW HAMPSHIRE.

Established 1877.

## The GRANITE MONTHLY

Beautifully Illustrated.  
A New Hampshire Magazine.

**FRANK E. MORRISON**, . . . Special Agent,  
TEMPLE COURT, NEW YORK.

## NEW JERSEY.

**POPULAR** adv. mediums: Bridgeton (N. J.) **EV'G NEWS**, 3,600; Bridgeton (N. J.) **DOLLAR WEEKLY NEWS**, 1,800. Rowell guarantees circ'n.

## THE EVENING JOURNAL,

JERSEY CITY'S

**FAVORITE FAMILY PAPER.**

Circulation, . . . - 15,500.

Advertisers find IT PAYS!

## NEW YORK.

**QUEEN OF FASHION**, New York City. Issued monthly. A million copies a year.

**SEE CORNING DISTRICT EPWORTH BANNER**, under Pennsylvania. Guarantees 3,500 per issue.

ELMIRA  
TELEGRAM.

ELMIRA, N. Y.

**Known Circulation Over One Hundred Thousand Copies Weekly.**

A. FRANK RICHARDSON, General Agent.

Rooms 13, 14 and 15 Tribune Bldg., New York City.

## OHIO.

**THE PRESS**, Columbus, only Democratic daily in Central Ohio.

**LARGEST** circ'n of any Prohibition paper in nation: **BEACON AND NEW ERA**, Springfield, O.

**FINDLAY (O.) REPUBLICAN** is the best newspaper in all respects published in any 30,000 city in the United States. Circulation—daily, 3,000; weekly, 3,000.

## OREGON.

**THE SEMI-WEEKLY ASHLAND TIDINGS** has largest circulation in Jackson County, Ore.

## PENNSYLVANIA.

**TRIOMA CO.**, Pa. and **Steuben Co.**, N. Y., are the home field of the **EPWORTH BANNER**, a magazine in newspaper form. Ads 50c. per inch per issue, next reading. Wellsboro, Pa.

**30,000** WELL-TO-DO, intelligent people, who appreciate a good thing when they see it, read the **CHESTER TIMES** every evening. **WALLACE & SPROUL**, Chester, Pa.

**THE PATRIOT**, Harrisburg, Penna. Forty-third year. Politics, independently Democratic. Leading paper at State capital; 8,000 daily, 5,000 weekly. Rates low. Population 54,000.

## RHODE ISLAND.

**THE HOME GUARD**, Providence, R. I. Tenth year. Circulation 50,000.

## SOUTH CAROLINA.

**THE** daily edition of **THE STATE**, Columbia, S. C. is the most popular paper in a hundred South Carolina towns. The semi-weekly edition reaches over 1,000 post-offices in South Carolina.

## TEXAS.

**THE NEWS**, Bonham, Texas, has the largest weekly circulation in Fannin County.

## VERMONT.

**THE** Burlington **FREE PRESS** has largest Daily and Weekly circulation in Vermont.

## VIRGINIA.

**THE STATE**, Richmond, the leading evening paper in a community of 125,000 people, publishes full Associated Press dispatches, and is a live, up-to-date family newspaper. New management, typesetting machines, new press and many improvements. Greater local circulation than any other Richmond daily. Prices for space of H. D. LACOSTE, 38 Park Row, New York.

## WASHINGTON.

**SEATTLE TIMES.**

**SEATTLE TIMES** is the best.

**SEATTLE POST-INTELLIGENCER.**

**THE TIMES** is the home paper of Seattle's 60,000 people.

**SEATTLE'S** afternoon daily, the **TIMES**, has the largest circulation of any evening paper north of San Francisco.

"In her **POST-INTELLIGENCER** Seattle has one of the four great papers of the Pacific Coast."—*Harper's Weekly*.

## WISCONSIN.

**WISCONSIN AGRICULTURIST**, Racine, Wis. Only English agricultural paper printed in the State. Rates only 20 cents a line. Circulation over 25,000.

## CANADA.

**THE CARLETON SENTINEL** has the largest circ'n in Carleton County, New Brunswick.

**THE** largest circulation in New Brunswick is enjoyed by the **PROGRESS**, a weekly issued at St. John.—*From Printers' Ink*, issue of May 8, 1895.

**THE BERLIN RECORD** (daily and weekly) is acknowledged to be the best advertising medium in Waterloo County, as it indisputably is the leading newspaper. **THE DAILY RECORD** is the paper of a large and progressive manufacturing town. The people who read it are well-to-do German Canadians who have money to spend. **W. V. UTTLEY**, Business Manager.

## MEXICO.

**PRICES** for ads in **EL FARO** are 50c., Mexican money, per agate line. We allow a discount of 10 per cent on orders to the amount of \$500; 15 per cent on \$250; 20 per cent on \$100. Apartado 506, Mexico City.

**SO. & CEN. AMERICA.**

**P**ANAMA STAR & HERALD  
brings latest news and is carefully read.

**35,000** BEST buyers reached each month.  
Send for copy of LA MODA ILLUSTRADA and terms. E. O. WHITE, 136 Liberty St., New York.

**CLASS PUBLICATIONS.**

Advertisements inserted under this heading, in the appropriate class cost 35 cents a line, for each insertion. One line, without display or black-faced type, inserted one year, 52 weeks, for \$15; 6 months for \$8.50, 3 months for \$3.25, or 4 weeks for \$1. Display or black-faced type charged at 50 cents a line each issue, or \$25 a year, or \$2 a month, for each line of pearl space occupied by the whole advertisement. For the publisher who does not find the heading he wants one will be made to specially fit his case.

**AGRICULTURE.**

HOME AND FARM, Louisville, Ky.  
BREEDER AND FARMER, Zanesville O.  
PACIFIC RURAL PRESS, San Francisco, Cal.  
WISCONSIN AGRICULTURIST, Racine, Wis.  
WISCONSIN AGRICULTURIST, Racine, Wis.  
KENTUCKY and Tennessee farmers are harvesting the biggest and finest crops known in this territory for years. They will have more surplus money this fall and winter than they have had for years. Advertisers can reach these people more effectively through the columns of the FARMER'S HOME JOURNAL than any other way. It is read and trusted by them as their business paper. Let us help you do business with these people. Address FARMER'S HOME JOURNAL, Louisville, Ky.

**A. P. A.**

A. P. A. MAGAZINE. New. 15,000 circulation already. 100 large quarto pages. \$3 yearly, 25c. monthly. None free. San Francisco, Cal.

**ART.**

ART LEAGUE CHRONICLE, Leavenworth, Kan.

**BOOTS AND SHOES.**

"BOOTS AND SHOES" WEEKLY, N. Y. City.

**CARRIAGES AND WAGONS.**

THE HUB, 347 Broadway, New York.  
The leading monthly, containing all that pertains to the art of carriage building, and circulated all over the world.  
THE HUB NEWS, 347 Broadway, N. Y.  
The only weekly paper published in the interests of vehicle mfrs. and dealers.

**COAL.**

COAL TRADE JOURNAL, New York City.

**COLLEGE PUBLICATIONS.**

THE MUHLBERG, Allentown, Pa. Circ'n 1,000.  
DID you ever realize that what is "continually pounded into" a young man during his college career usually creates a life-long impression?  
THE UNIVERSITY OF MICHIGAN DAILY, Ann Arbor, Mich., is read every day of the college year by the students of one of the two largest American universities.

**COMMERCIAL TRAVELERS.**

THE COMMERCIAL TRAVELER, St. Louis, published in the interests of and circulates among commercial travelers. Bona fide circ'n, 4,650.

**DANCING.**

THE BALL ROOM, Kansas City. Semi-monthly.

**DRUGS AND CHEMICALS.**

WIS. DRUGGISTS' EXCHANGE, Janesville, Wis.

**FASHIONS.**

QUEEN OF FASHION, N. Y. City.  
Issued monthly. A million copies a year.  
THE WAVE, San Francisco, Cal. 13,000 weekly.

**FRIENDS.**

FRIENDS' INTELLIGENCER, Philadelphia. Established 1844. Circulation 3,500.

**HARDWARE AND HOUSE FURNISHING.**

HARDWARE DEALERS' MAGAZINE.  
Goes to Hardware Dealers.  
D. T. MALLETT, Publisher, 371 Broadway, N. Y.

**HISTORICAL.**

THE AMERICAN HISTORICAL RECORDER, a Monthly Gazette of the Patriotic Hereditary Societies of the United States of America. Send for advertising rates and specimen copies. 190 S. Sixth St., Philadelphia, Pa.

**HOMOEOPATHY.**

HOMOEOPATHIC RECORDER, Phila., Pa.

**HOUSEHOLD.**

WOMAN'S FARM JOURNAL, St. Louis. Monthly.

**JEWISH.**

JEWISH SPECTATOR, Memphis, Tenn. and New Orleans, La. Oldest, largest, best, most widely circulated Southern Jewish paper.

**LARGEST CIRCULATIONS.**

ELMIRA, N. Y., TELEGRAM: Over 100,000 weekly.

**LITERATURE.**

THE WAVE, San Francisco, Cal. 13,000 weekly.

**LUMBER.**

SO. LUMBERMAN, Nashville, Tenn. Covers South.

**MEAT AND PROVISIONS.**

The National Provisioner, N. Y., Chicago.

**MEDICINE AND SURGERY.**

MEDICAL SENTINEL, sworn cir. Portland, Or.  
WESTERN MEDICAL AND SURGICAL REPORTER, St. Joseph, Mo.  
MEMPHIS MEDICAL MONTHLY, Memphis, Tenn. Only medical periodical published in the Mississippi Valley between St. Louis and New Orleans. Established 1880.

**MINING.**

MINING AND SCIENTIFIC PRESS, San Francisco.

**PAINTING.**

PAINTING & DECORATING, 347 Broadway, N. Y. The finest and most complete paper published for the trade—one issue worth more than price of a year's sub'n.

**PARKS AND CEMETERIES.**

PARK AND CEMETERY, Chicago. Monthly.

**PHILATELY.**

AMERICAN PHILATELIC MAGAZINE, Omaha, Neb. Monthly. Stamp men like it.

**PRINTING INDUSTRIES.**

PAPER AND PRESS, Philadelphia, Pa.  
The leading technical magazine in the world of its class—indorsed by and circulating exclusively to employing and purchasing printers, lithographers, book binders, blank book makers, manufacturing stationers, engravers, etc., etc. Sample copies and rates on application.

**SECRET SOCIETIES.**

THE LODGE RECORD, Watertown, New York.

**SOCIETY.**

THE WAVE, San Francisco, Cal. 13,000 weekly.

**SPANISH.**

REVISTA POPULAR, established 1885. Largest Spanish circulation in the world. Translations in all languages: 46 Vesey St., N. Y. City.

**SUNDAY PAPERS.**

ELMIRA, N. Y., TELEGRAM: Circulation over 100,000 copies weekly.

**TEXTILE.**

TEXTILE WORLD, Boston. Largest rating.

**TYPEWRITERS.**

PHONOGRAPHIC WORLD, New York City.

**WOMEN.**

QUEEN OF FASHION, New York City.  
Issued monthly. A million copies a year.

# AS OTHER

From the \_\_\_\_\_

**President of the GEO. P. ROWELL ADVERTISING CO.**  
**Advertising RIPANS TABULES.**

**W**HEN a man, by judicious newspaper advertising, has made more money than he knows what to do with, he will quite naturally turn to other methods of publicity. Among the very best of these is counted the placing of a terse announcement where it cannot fail to catch the eyes of the men and women who spend and earn the money—those who ride in the street cars of the cities. Those who have the means of judging say that **CARLETON & KISSAM** offer about the best service in the line that it has yet been possible to buy.

From \_\_\_\_\_

**WILLIAM T. LYONS, Advertising Manager,**  
**HECKER, JONES, JEWELL MILLING CO., N. Y.**  
**Manufacturers HECKER'S FLOUR.**

**Y**OU probably know that I consider street car advertising the most direct and effective way of reaching the great masses. The fact that I have made street car advertising the foundation and basis of all work in the advertising line is about all I need say on the subject in a general way. My relations with your firm have had much to do with the high opinion I hold of street car advertising, due to the fact that the services rendered by you have always been so thoroughly satisfactory and reliable. Keep up your service up to the present high standard and give us as much in the future as you have in the past, and you can safely count on always seeing a **HECKER** card in your cars.

## CARLETON

**50 BROMFIELD ST., BOSTON.**

# SEE US.

CHAS. M. SNYDER, Advertising Manager,

RICHARDSON & DeLONG BROS., Philadelphia.

## *The "Hump Hook and Eye."*

It goes without saying that RICHARDSON & DeLONG BROS. are firm believers in street car advertising. However, here are some reasons:

You have only to share attention with from sixteen to twenty other advertisers.

Almost any place in a well-patronized car is position.

The opportunity for strong, individual work is great.

It is not only a relief to see an inviting card in a street car, but there is ample time to study it.

The reader is generally en route to the dealer, a point which gives your announcement the right emphasis at the right time.

It is also equally evident that RICHARDSON & DeLONG BROS. believe thoroughly in CARLETON & KISSAM'S methods of doing business from the fact that they use your entire system, and have always used it more or less to herald the DeLONG HOOK AND EYE since they first began to consider this vehicle of public expression.

.....From

**H. C. STEPHENS, Proprietor of "Stephens' Inks,"**

LONDON, ENGLAND.

I HAVE much pleasure in testifying to the satisfactory manner in which you advertised my inks in the street cars under your control in the principal cities of the United States. From a special inspection made by my representative I learn that my advertisements were well displayed and kept scrupulously clean and neat. He found no shorts, but on the contrary you had given me more advertising than you had called upon me to keep for.

I consider that the form of rack you employ for inserting advertisement cards is superior to anything that I have seen use on this side.

**NG KISSAM,**

POSTAL TELEGRAPH BLDG., NEW YORK.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

**Issued every Wednesday.** Subscription Price: Two Dollars a year. Five Cents a copy; Five Dollars a hundred. No back numbers. After December 31 the subscription price will be increased to Five Dollars a year.

**Publishers desiring to subscribe for PRINTERS' INK for the benefit of advertising patrons can obtain special terms on application.**

**Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$25, or a larger number at same rate.**

**If any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.**

NEW YORK OFFICE: No. 10 SPRUCE STREET.

CHICAGO AGENTS,

BENJAM & INGRAHAM, Room 24, 145 La Salle St.

LONDON AGENT,

F. W. SEARS, 138 Fleet St.

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NEW YORK, OCTOBER 2, 1895.

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A LITTLE ad may mean big results.

"TRADE-WINNING ads" and "catchy ads" are not necessarily synonymous terms.

THE department stores get most of the trade because they do most of the advertising.

THE man who understands what the people want has no difficulty in making money—providing he lets them know that he has it.

ADVERTISING is the light to guide the traveler to your door. If your light burns dimly, he may not see it, or may follow a brighter light.

AN ad writer need not be able to be humorous, but he should have a quick perception of what is ridiculous, in order to avoid making his advertisement so.

DURING the week ending Wednesday, Sept. 25, three hundred and eighty-three paid-in-advance subscriptions were added to PRINTERS' INK's subscription list.

AN article in the September issue of the *Review of Reviews* calls attention to the extended use of the poster as a vote-getting medium in the recent English elections, and gives some interesting pictures of the best of the posters utilized. Posters were also quite extensively used by the reformers in last year's fight against Tammany Hall. Ere long we may expect to see them an adjunct of political as well as advertising campaigns.

THE public is interested in a merchant's goods only to the extent of knowing how it would be benefited in buying them in preference to others.

THE October *Scribner* contains an interesting article, by H. C. Bunner, on "American Posters, Past and Present," with reproductions of the most notable, most of them being very recent. Mr. Bunner gives the following rules for judging the merits of a poster:

It must be sufficiently striking to catch the eye, sufficiently attractive to hold the gaze and invite further inspection, must convey its advertisement directly, literally and pictorially, must please by its humor and ingenuity, and make the man who sees it talk about it to the next man. It must be well thought out, well drawn, well colored and well printed.

PRINTERS' INK recently remarked that the editor had never yet seen a man who of his own volition subscribed to a temperance paper and paid his own money for it. It seems, however, that there are ten persons in this country who do subscribe, and these have sent ten very earnest postal cards stating that fact. It is a curious coincidence that they should all use postal cards. One sends his photo pasted on the back of the card, possibly because he thinks the fact that he has for years subscribed to a temperance paper makes his features of uncommon interest. Another writes that it may surprise us to know he is a "print," and yet subscribes for a temperance paper and pays his money for it. As few "prints" lack partiality for the fruit of the vine and the barleycorn, this is of special interest and deserving of special record. None of the writers indicate whether subscribing of their own volition means that their life-partners have not used moral or physical suasion; but this, perhaps, lies outside the province of the question. Certain it is that, so far as the world knows, they subscribe of their own volition and pay their own money.

AN advertisement is a thing that represents a business man's goods and business at a place where the man and the goods are not.  
—R. L. Curran.

THE one aim of every business man is to make sales. The one aim of advertising is to bring business. The one kind of advertising that succeeds is the right kind. The one journal devoted to the interests of the business man, showing him the one kind of advertising necessary to make sales, is PRINTERS' INK.—  
Frank A. Metcher.

## A LIVE ISSUE IN THE NEWSPAPER BUSINESS.

The publishers of the American Newspaper Directory recently issued a general invitation to newspaper men and others to suggest plans whereby the twenty-eighth annual edition of that work may be made even better than its predecessors. They announced certain substantial rewards for suggestions which would aid in making a book of more use to advertisers and better protect the many deserving and expose the occasional designing newspaper man. The Directory people have recently secured the valuable services of Mr. Earnest F. Birmingham, the handsome and talented editor and publisher of the *Fourth Estate*, and under his energetic management a meeting was had in New York of various newspaper men who think that the plan of publication of the Directory can be improved. More definite action is promised "after the vacation season." As illustrating the difficulty about ascertaining what are the actual issues of the majority of newspapers, Mr. Birmingham, in the September 10th issue of his paper, points out that, of all the New York daily and Sunday papers, only the *Press*, the *Morgen Journal*, the *Evening Post* and the *Jewish Times* are willing to allow their actual issues to be made known. It is apparently with a feeling of admiration that he refers to the surprising success with which, under the circumstances, the Directory people have been able to deal with the difficulties with which they have been beset during all the 27 years that the book has appeared under their management. He enthusiastically asserts that "so cleverly has the work been done in past years that the book has been covered with a glamour of fairness and a desire to be impartial."

It is believed on all sides that, under Editor Birmingham's efficient auspices, and with the aid of the combined wisdom which will be evolved by the newspaper publishers who will soon reassemble, now that the vacation season is over, the publishers of the Directory can hardly fail to receive some suggestions which will be of real service to them in their desire to make their next issue, upon the revision of which they are now entering, one that will becomingly take on a still more

notable glamour of fairness and achieve a still more marked success in the old-time efforts to be impartial. The improved plan which Mr. Birmingham shall evolve, if he succeeds in getting at one to which he can accord his approval, will be set forth at length in the pages of PRINTERS' INK, together with a portrait of the editor of the *Fourth Estate*, if he will permit it, for he will then have gained still another claim upon the gratitude of all newspaper men.

## ADVERTISING ARTIFICIAL LEGS.

THE WORLD AS A FIELD—ADVERTISING IN FOREIGN COUNTRIES FIRST—THE INTERESTING STORY OF A PECULIAR BUSINESS.

There is probably no single article of special manufacture that is better known in the United States than the Marks' Artificial Leg. A A. Marks began the manufacture of substitutes for hands and legs in New York City forty-two years ago. I called at the headquarters of the business, 701 Broadway, a few days ago to find out how this old-established house has advertised this interesting industry. "We began active advertising," said Wm. L. Marks, the son of the inventor and the active manager of the business, "about fifteen years ago. Before that period we were best advertised in this country by our friends, and our orders from foreign countries used to come chiefly through the commission agents in New York. We used to pay them big commissions for such orders in those days. The first foreign continent we tackled was South America. We obtained samples of nearly every paper published in those countries, through a New York advertising agency and made our own selection. Most of them were mediums of small circulation, but they represented about all the intelligence in the South American republics. I think the largest circulation was quoted at 4,000. The average circulation was 500. These were specimens of bad typography and queer make up and in the Spanish language. But we felt there was more money than brains in South America and not an artificial limb manufactured on that continent, and so we used them all. We made a contract through this agency for display space and a certain amount of reading matter covering a period of six



months. These papers did us an unexpected amount of good in this way: The modicum of news in many localities is of course small and the local paper was an almanac and a directory and nearly everything else. One issue would contain a list of all the physicians within a hundred or two hundred miles, according to the size and scope of its territory; another would give a complete legal directory. Even lists of merchants and storekeepers appeared in this way.

"These names were exactly what we wanted and we sent advertising matter to every one of them. We began to get distinct returns about the time our contracts commenced to expire. At first single inquiries for a catalogue, gradually increasing till we now have several thousand wearers of our limbs—patients we call them—in South America, and a list of names, to whom we regularly send our circulars, that pretty well covers that continent.

"A few years after we turned our advertising focus on England and the British Colonies. We made some contracts with the *Chemist and Druggist*, the *British Trade Journal* and a number of other standard English trade mediums with a circulation in the colonies. We also made contracts with some Melbourne publications. We frequently heard from Australia through our ads in the American medical journals, which we were running then as now. It is a curious commentary on foreign advertising, but the fact remains that the *American Agriculturist*, published in New York City, has brought us larger returns from Australia than any English or Australian publication.

"We relied on the London trade journals to get into Africa chiefly. The standard British trade journals published in London have a circulation all through the English possessions in the Dark Continent.

"Wearers of artificial legs in this country are becoming less sensitive now that limbs are made that are scarcely detectable, and naturally so. In the days of the wooden "peg" and the cork leg no man could conceal his deformity, and with the first few years of our invention before the wonder had worn off we got more advertising from the wearer than we do nowadays. Still a satisfied customer is always a good ad and the Mellin's Food motto is a good one for us. We have a small

army of missionaries among the thousands who wear our legs.

"Our work now is through medical journals and circularizing. In the medical press the point is to keep the physicians posted on the improvements, which are constant. We use 25 per cent of the medical journals in the United States. Those of highest standing and largest circulation have quite a circulation in foreign English-speaking settlements. Our ads are generally a half page—that's an average space of 4x5 inches. We illustrate a case, technically, with cuts, excerpts from clinical reports and lectures. We allow this case to run 3 months in each journal and then substitute another one. Our list of correspondents to whom we regularly send printed matter is now over 50,000, and continually growing; all we want to do is to get a man's name on our books and we keep him supplied with all the literature he wants. We get out new matter 3 or 4 times a year. There are always new developments that require to be written up and illustrated. I doubt if any other American house sends regular advertising matter to as many and various peoples as we do."

Mr. Marks showed me carefully indexed addresses in the Philippine Islands, Canary Islands, Tasmania, the Straits settlements and Siam. The matter is printed in four languages, English, French, German and Spanish. "The Englishman is positively ubiquitous," he remarked. "From his tight little isle he circulates and settles down literally all over the face of the globe. So a large proportion of our names in very out-of-the-way places are English. The house is so old and the business so peculiar that we get a good deal of gratuitous advertising. A property man came in a few days ago and borrowed a leg that we made for Santa Ana, the great Mexican general, in 1866. This, appropriately inscribed, is to be exhibited in a show case in the theater lobby during the production of a new play called Mexico. We have made legs and arms for all the great soldiers of this and half a dozen other countries and something is continually happening to advertise us in that connection."

J. L. FRENCH.

If you wish to win fame for your goods and your name,

If you wish of hard times a reversal,  
Keep pegging away, advertising each day,  
And your fame will soon be universal.



WORD-SAVING POEM.

Some cooks bake with cottolene,  
 " " " lard,  
 " " use no grease at all,  
 But their crust's mighty hard.  
 Some men chew their plug tobacco,  
 " " the tag,  
 " " never work their jaw  
 Except to chew the rag.  
 Some men put their ads in papers,  
 " " them on the fence,  
 " " never advertise,  
 Who ought to have more sense.  
 —Mankato (Minn.) Review.

CORRESPONDENCE.

Always make it a point to be prompt and careful about answering correspondence. If the writer had not been in earnest he undoubtedly would not have written you. That, at least, is the way you do things, isn't it? You never write a business letter unless you are really in earnest and desire information. Then please remember that other people very strongly resemble you in this particular.

It isn't the man who accepts some opportunities and lets others slide who wins the greatest success; but it is he who allows not one to pass unimproved. If there is anything in it, he will surely find it out.

It costs nothing save a little trouble to answer correspondence promptly and fully, yet in so doing one may win enormous stakes.—  
*News for Buyers.*

Ads are like deeds, we never know  
 How great results from them may flow.

Displayed Advertisements

50 cents a line; \$10 a page; 25 per cent extra for specified position—if granted.  
 Must be handed in one week in advance.



Rev. Dr. Edward L. Clark,  
 pastor of the Central  
 Congregational Church of  
 Boston, says: "I have used  
 Ripans Tabules with so much  
 satisfaction that I now keep  
 them always at hand. They  
 are the only remedy I use  
 except by a physician's  
 prescription. They are all  
 they claim to be."

Ripans Tabules are sold by druggists, or by mail if the price (50 cents a box) is sent to The Ripans Chemical Company, No. 10 Spruce St., New York. Sample vial, 10 cents.

TRUTH'S SLATE

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I have a story to tell you.  
 Too long for this space-but,  
 I have prepared the facts in  
 such a form that they can be  
 taken in at a glance.

ARTISTICALLY PRINTED

IT SHOULD BE IN THE HANDS OF  
**EVERY ADVERTISER**

H. C. BURDICK  
 PUBLISHER **TRUTH**  
 203 BROADWAY, NEW YORK.


A COPY FREE  
 FOR THE ASKING

Brightest of Weeklies

**WISCONSIN AGRICULTURIST,**  
RACINE, WIS.

**STAMPS FOR COLLECTIONS**—Send  
for Data. **E. T. PARKER**, Bethlehem, Pa.



**THE WAVE**, San Francisco, Cal., the  
society, literary and political weekly. **E. KATZ**,  
186-187 World Bldg., New York, N. Y., sole agent. **13,000** weekly  
guaranteed.

**4 YEARS**  **8 THOUSAND**  
**OLD.** **CIRCULATION.**

THE RECORD OF  
BRIDGEPORT'S ONLY MORNING PAPER.

**THE MORNING UNION.**

BRIDGEPORT, CONN.

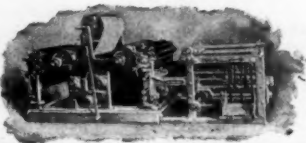
 **..RATES ARE LOW..** 

**AGRICULTURAL** are a class of  
farmers who  
can appreciate a good thing when they see it,  
and who enjoy the luxuries of life as well as  
the necessities. Try it **EPITOMIST** and be con-  
vinced. The  
EPITOMIST is a paper made up wholly of original  
articles from the pens of practical and  
progressive farmers. Its **READERS**  
various departments are  
brim full of interesting and educational mat-  
ter, told in an interesting way to those inter-  
ested in farm, garden, dairy, poultry or house-  
hold pursuits. Send for sample copy and ad-  
vertising rates to

**EPITOMIST PUB. CO.,**  
Indianapolis, Ind.

**A SMALL MAN, A BIG BOY**  
**AND**

**THE NEW**



**MODEL WEB**

A Triple Alliance that will produce 12,000 to 14,000 papers per hour.

Chicago. **CAMPBELL PRINTING PRESS & MFG. CO.,** New York.

**One Guarantee**  
**to Subscribers**

**Three Guarantees**  
**to Advertisers**

....Are given about advertising in....

**The Sunday School Times**

**To....**  
**Subscribers**

**To....**  
**Advertisers**

1. Money refunding guarantee as to advertisers' trustworthiness.
1. Guarantee quantity of circulation—over 154,000 copies weekly.
2. Guarantee quality—active, adult Sunday-school workers in different denominations, who have subscribed and paid for the paper.
3. Guarantee advertising cost—less than one-half cent per line for each one thousand copies issued.

If these guarantees are not sufficient to war-  
rant you to put **THE SUNDAY SCHOOL TIMES** on  
your list of advertising mediums, we will go more  
fully into details on word from you.

**The Religious**  
**Press Association,**  
Philadelphia

**1,000** per month

increase in circulation. Not  
very much for an Eastern  
Magazine

**BUT GREAT**

for any publication West of  
the Rockies.

# OVERLAND MONTHLY

gets \$3 a year from every sub-  
scriber and is getting 1,000  
new ones every month.

Consider it.

**FRANK E. MORRISON**, Eastern Agent,  
Temple Court, N. Y. Boyce Bldg. Chicago.

**G. W. Woodmansee & Co.**

ROCKVILLE, R. I.

# Printers

Books,  
Catalogues,  
Pamphlets,  
..and..

General Job Printing.

**BEST WORK.  
LOWEST PRICES.**

We have facilities which are ex-  
celled by no one for filling the  
largest of orders at short notice.

No orders too large for us. Send  
for estimates.

## Can't Make it Too Strong

regarding the pulling qualities of the advertising  
columns of the

# The Harrisburg Telegram

Read this letter—

Office of **GEO. G. McFARLAND**,  
Floral Caterer,  
1116 & 1118 West 3d Street.

HARRISBURG, PA., Aug. 27, 1895.

GENTS:—I can honestly say that my advertisement in the HARRIS-  
BURG TELEGRAM has brought me more new business than similar ads  
in any other paper. Have received orders from parties all over this and  
adjoining States that never would have heard of me, except through this  
wonderful paper. I am positive that no other paper reaches the masses as  
does the TELEGRAM.

With best wishes for your continued success, I am,  
Most truly yours,

**GEO. G. McFARLAND.**

Don't fail to place us on your list.

**C. E. ELLIS,**

Sole Special Representative,

517 Temple Court,

New York City.

## Not Often, but—

The great Texas State Fair, at Dallas, Texas, opens October 19th and continues fifteen days. An attendance of between two and three hundred thousand is certain.

It is not often that Texas Farm and Ranch gets out Special editions, but then—

## When it does, it excels

The issue of October 19th will contain thirty-six pages, with original articles by the best writers, handsomely illustrated in colored covers, beautifully designed and elegantly printed.

50,000 copies will be printed—the extra 25,000 for free distribution from Texas Farm and Ranch building on the Fair Grounds. Advertising rates will not be increased for this splendid issue, and if you fail to use it, you will miss a great opportunity of putting your business prominently before the best reading and buying citizens of this section.

Copy must be in hand not later than October 18th.

Address,

**Texas Farm and Ranch,**

**DALLAS, TEXAS.**

J. C. Bush, Manager New York Office,

47 Times Building.

New York City.

**A Bona fide Subscription List  
Reaches Homes.**

**...We Have It...**

# TRUTH

**THE OLD CRITIC AND WORLD COMBINED.**

The organ of the young Republicans of Michigan. Published Sunday and circulated in Detroit and throughout the State.

**Guaranteed Circulation of**

**...28,000...**

For Advertising Rates address

**BURCH & LaRIVIERE, Publishers.**

**42-44 Larned St., West, Detroit, Mich.**

## DAYTON OHIO

Is a prosperous city of nearly 80,000 people, who make good wages and whose standard of living is above the average. Their requirements of necessities, and even luxuries, are greater than in most cities of a similar size. To reach the homes of these people the **Morning Times, 4,500 daily; Evening News, 9,500 daily**, are invaluable. They are high-grade, long established papers, with family circulations. They place the advertiser in communication with people who buy.

We are ready to submit estimates for advertising and copies of the papers for examination upon application.

**H. D. LACOSTE,**  
38 Park Row,  
New York.

**Special  
Newspaper  
Representative**

## JOHNSTON'S TALK.

**T**HE advantages I have in the printing business naturally induce careful advertisers to bring their work to me. They know my connection with PRINTERS' INK throws me into daily contact with advertisers of every kind and degree. They know I have a thoroughly complete plant. They know I do the best printing, because the men I work for demand the best.

Taking the whole country over, there isn't a printer whose natural advantages cut much of a figure compared with mine. The school of experience, if nothing else, has made me a good printer.

My services are for sale. They can be bought by anybody who is willing to pay fair prices for end-of-the-century fine printing. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce street, New York.

## The Clouds Drop Fatness

The  
Dull  
Times  
Are Over.

## The National Tribune Pays.

That is why the best advertisers have used it for years.

Over 100,000 every issue.

No live business man will fail to advertise this fall.

Address **THE NATIONAL TRIBUNE,**  
Washington, D. C.

Or **BYRON ANDREWS,**  
Manager Branch Office,  
World Bldg., New York City.



The only **ILLUSTRATED MAGAZINE**  
of the **RAILROAD BROTHERHOODS.**

**REACHES... 150,000**  
**Cash Buyers** EACH MONTH.

The **MAGAZINE** is owned and controlled by the Membership—read as joint owners and literary contributors. Preserved and bound each year, and . . .

**...THE AD NEVER DIES...**

For Rates

**W. N. GATES, Manager Advertising,**  
**29 EUCLID AVENUE, CLEVELAND, O.**

N. B.—Send for Booklet Free on "BROTHERHOODS."



## A Large Majority

of the largest advertisers in  
America have used the  
lists of the

### CHICAGO NEWSPAPER UNION

continuously, for many years.

Having built up a large business amongst the readers of these papers, they keep on because they want the business to keep on.

If they can build up a business, so can you. All that is needed is a good article, a good ad, and a good deal of space in the Chicago Newspaper Union.

If you have the first two, we can sell you the third.

Estimates and catalogue on request.

**Chicago Newspaper Union,**

**93 S. Jefferson Street,  
CHICAGO.**

New York Office, 10 Spruce Street.

## DEPARTMENT OF CRITICISM.

*By Charles Austin Bates.*

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelties, catalogs. Tell me your advertising troubles—perhaps I can lighten them.

### ADVERTISING IN GENERAL.

An occasional ad like this of the Waterman Pen is very good I wouldn't like a series of this kind of ads, and I

tising, it is perhaps possible that others have also misunderstood.

I do not say that grammar is not a good thing in advertising. Undoubtedly it is. But it is not the most important thing by any manner of means. What is said in the ad amounts to a great deal more than how it is said. It is a good thing to have perfect ads—if you can; but it is a great deal better to have ads that sell goods than to have pretty, "catchy,"

# All Write

With a Waterman Ideal Fountain Pen  
—all wrong if you don't.

Sold everywhere L. E. Waterman Co., 157 Broadway, New-York

don't believe that they would be as effective as those which would contain more argument and information. This ad is a very good one to make people remember the name of the pen, but the same thing could be accomplished while giving more definite information, and trying in some measure to convince readers that this particular pen has peculiar advantages and how much it cost. However, this ad sticks out of the mass in the magazine page, and that is something of an achievement.

\* \*

Generally I do not concern myself with the mistakes of other people, unless I am asked to do so. Attending to my own business keeps me pretty busy, and I have heard of people who got rich that way. However, there are two or three things in PRINTERS' INK—Sept. 11—that I want to talk about.

There is a short article by W. Chandler Stewart. He begins it by saying: "One of PRINTERS' INK's department writers is forever telling us that the grammatical exactness of an ad 'don't cut no ice' with the advertisement reader. Please, Mr. Editor, I would like to differ with the learned gentleman."

As Mr. Stewart has evidently misunderstood entirely what I have said on the subject of grammar in adver-

grammatical stuff that doesn't make a ripple in the reader's mind. I understand, of course, that adherence to the forms of grammar and rhetoric generally aid a writer in conveying his meaning "tersely, concisely and to the point." That is what an advertisement is for—to convey meaning. Sometimes I believe that strict adherence to form is a detriment. Perhaps this is not often so. The safe rule is to stick to grammatical rules.

The point that I want to make when I say that grammar is not so frightfully important is that it is only one of the many things that go to make up a good advertisement, and that, as a matter of fact, it is not one of the most important of these. People seem to think that the vitality of an ad is in every place but the right place. They think display is all there is in advertising; or they think that if an ad sounds pleasant, that it must be a good ad. They may think that an ad is bad because it is ugly, and it is possible to be mistaken in any of these cases.

Advertisements are designed to sell goods. If they sell goods, they are good ads; and if they don't sell goods, they are bad ads. I would much rather have an ungrammatical ad that sold goods than to have the best and purest English that Joseph Addison ever wrote, if it didn't sell goods.

I think perhaps the most important feature of a good advertisement is perfect honesty. After that comes perfect plainness. I remember having once seen a circular sent out by a Philadelphia ad writer, whose name, by the way, was Stewart. The circular was perhaps perfectly grammatical. I didn't look closely at it for small errors, because of the great error that was perfectly plain to everybody who knew the circumstances. This circular was sent out to business men for the purpose of securing their orders for advertisement writing. Nine-tenths of the circular was stolen bodily from another circular, previously sent out by Mr. Jed Scarboro, of Brooklyn.

Now, the Philadelphia circular was an almighty bad circular, because it was dishonest. It don't make any difference whether it was grammatical or not. Anybody who remembers the circumstances would, I think, feel quite a hesitancy in employing the Philadelphia ad writer. In so much the circular was a bad ad.

The meanest part of the whole deal was that if the Philadelphia circular reached a man first, and afterwards Mr. Scarboro sent his circular, the inference would be that Mr. Scarboro had done the stealing.

Believe me, there are more important things in advertisement writing than mere adherence to grammatical forms.

The second thing that I object to is a statement by Mr. Bert M. Moses that belief in the efficacy of newspaper and magazine space has been created by the persistent advertising of the editors. He says: "The editors kept on saying it was so, and now most advertisers say the same thing."

While it is doubtless true that advertising advertising is a good thing for advertising, it couldn't possibly, by any chance, have done very much good if the advertising itself had not brought profitable returns. The reason good business men believe in newspaper and magazine space is that they know from experience that this newspaper and magazine space has brought profitable returns. I don't believe in newspaper advertising because I have been told that it was profitable. I believe in it because I know—absolutely and positively—that it is profitable. I have seen it demonstrated in dollars, day after day and month after month. The editors might shout until they

were black in the face—it wouldn't do any good if the cash didn't come.

My third quarrel is with Mr. John C. Graham, whose article on "Advertising in a Small Way" is certainly very excellent. The moral effect of it ought to be good. There is one place where he says: "A small advertiser should get good results the first year from the expenditure of \$60 to \$75 in advertising; the second year he should double it if he wants to double his trade, and so on in proportion to his profit."

Now, as a matter of fact, the chances are about nine to one that if he wants to double his business he will have to more than double his advertising, and that he should do so. Suppose a man spends \$60 a year and sells \$5,000 worth of goods. He may make, let us say, a net profit of \$1,000. His gross profit would probably be, let us say, \$1,500. He could double his business without materially increasing his store expenditure. That would mean that his gross profit on \$10,000 worth of goods would be \$3,000 and his net profit about \$2,500. To make it perfectly fair, we will say that his net profit on \$10,000 would be just twice the net profit on \$5,000, and would give him \$2,000 net profit in his business in the year in which he sold \$10,000 worth of goods. This is a thousand dollars more than he made the year before. It seems to me that if he spent \$800 in advertising he would still be \$200 ahead. If he wants to double his business he will have to do a great deal more than double his advertising expenditure. It is a great deal easier to sell the first \$5,000 worth of goods than it is to increase these sales to any appreciable degree.

I undertake to correct this little slip of Mr. Graham's simply because the mistake he has made may lessen the value of his article in some minds.

\*\*\*

Advertising in Paris is a great deal more artistic than in America. There isn't so much of it and, perhaps, on the whole, it is not so well done; but from a purely artistic standpoint it is much better. Newspaper and magazine advertising does not amount to very much over there. Most of the money seems to be spent in posters. The designs for these posters break away from all conventional ideas, but they are artistic—strikingly so. I



don't believe this kind of work would be profitable in America, because our newspapers are better than they are in France. However, the same quality and amount of art could be put into our newspaper and magazine advertising. Over there the collection of posters is becoming a wide-spread "fad." Those by Cheret and other artists sell in the news stands and book shops for from one to four francs each. This ought to make them very valuable to the advertisers who use them. Certainly an ad that a man pays from 20 to 80 cents for will make a very decided and permanent impression on his mind.

\*\*

### RETAIL ADVERTISING.

Eyrich & Co., booksellers and stationers, of Jackson, Miss., send me some advertisements that are a great deal better than stationers usually use. Books and stationery is rather a hard line to advertise. It hasn't received much attention in PRINTERS' INK and I therefore reproduce four of Eyrich & Co.'s ads, in the belief that they will be found very useful:

### WOMEN'S IDEAS

are more practical every day and every day there are more tablets used—more people find what patience and time savers they are. There are tablets made of all conceivable papers, for the fastidious and the careless, the traveler and the stay-at-home. 5c. for the medium grade and 10c. for the linen, and up and up.

EYRICH &amp; CO.

### Like the Wind Stirred

surface of a lake of liquid azure is our new writing paper—Cornflower Blue, a stronger color than we've yet had, not the least bit glaring, but so pleasing the eye lingers upon it. The envelopes matching it are of the latest cut—First Empire, a very large one; Courtier, a smaller square one with the very long and pointed flap, and Oberon, a long and narrow one.

EYRICH &amp; CO.

### You've Been Wrong

in thinking that, because we carry such a high-grade stock of fashionable stationery, you could not find what you desired at the price you wanted to pay. Our Caledonia Mills paper is so good, so satisfactory, we make a specialty of it, knowing it will please all customers who wish a paper at 25c. per box, with envelopes. It pleases many; have you used it?

EYRICH &amp; CO.

### YOUR LETTER

yesterday was on paper different from the envelope—too bad, when we have Caledonia Mills paper and envelopes at 25c. per box.

EYRICH &amp; CO.

\*\*

R. J. MURPHY, Druggist.  
105 South Side Square.  
PARIS, Texas, Aug. 18, 1893.

Mr. Chas. Austin Bates, New York, N. Y.:

DEAR SIR—A little incident occurred on one of our streets the other day which suggested to me a good ad for a bicycle.

A friend of mine who owns a wheel and a horse wanted to bring both down-town, and, as he could not lead the bicycle, he naturally rode his wheel and led his horse behind him. It at once suggested itself to me as being a good illustration to use in connection with a bicycle ad, the thought being that the bicycle was fast superseding the horse as a means of conveyance. Your artist can probably work it up in some shape if the idea is a new one. I have learned of you through the columns of PRINTERS' INK, so thought I would send it. I would like to know what you think of it. Yours truly,

FRANK ROBISON,  
Drug Clerk.

\*\*

I found the following ad in the New York Herald of Sept. 22. It has some merits and one fault. It has the merit

### F U R S.

A pleased customer is the best advertisement any merchant can have. I have so many customers all over the United States, many of whom have dealt with me for twenty-five years, that it will not be necessary for me to spend so much money for advertising in the future as I have in the past. The large amount which I will thus save I intend to put into the goods and furnish the very best furs for the money that have ever been offered in this market. I will this year make a test and learn as to whether a large business can be done without spending so much money for advertising.

I can afford to sell furs at lower prices when my expenses are small.

Ladies will please make a note of this.  
I SHALL ENDEAVOR TO MAKE EVERY CUSTOMER AN ADVERTISING MEDIUM.

The newest styles in Furs and Fur Garments are now ready for inspection and sale. Now is a good time to purchase and also have fur garments repaired.

C. C. SHAYNE,  
MANUFACTURER,

124 and 126 West 42d St., Near 6th Ave.

of directness, and one can't help believing that Mr. Shayne is really sincere in his ideas about advertising.

It is rather a queer proposition for a business man to make—that he will cut down his expenses by cutting down his advertising. He loses sight of what advertising really is and what it does for him.

I don't believe any large advertiser

ever cut off his advertising without finding that he cut off his business at the same time. If he is spending money foolishly, he may cut down his appropriation twenty-five, or even, in some cases, fifty per cent, and still do the same amount of business. I have known businesses where the advertising appropriation was cut down fifty per cent and the business increased. I think there are a great many opportunities for just this sort of thing in America to-day. There is a great deal of money spent in advertising foolishly, there is no doubt about that. There is a great deal of money paid for alleged advertising that is not advertising at all. Money is spent injudiciously. Men go into the wrong papers. Sometimes they go into the right papers in the wrong way. Sometimes they spend too little in one paper and too much in another. There are all sorts of ways of making mistakes in doing advertising, and it is not to be expected that a man who is harassed and worried by a thousand other details of the business will be able to go on forever without making mistakes. The chances are against the business man's being able to do his advertising without spending a good deal of money for which he gets no adequate return. He gives people advertisements to get rid of them, or to keep them from "roasting" his business. He goes into programs because the canvasser is a customer of the house. He does all sorts of things that are not advertising, and charges them to the advertising account. When a man cuts off all these worthless things, he is really not decreasing his advertising. He is simply declining to spend money for things called advertising by courtesy, or through ignorance. The trouble is, that when a man starts to cut off his advertising expense, he cuts off the good things and lets the bad ones stay. If he is spending a thousand dollars in the newspaper, he cuts that down to five hundred dollars, and congratulates himself that he is saving five hundred dollars. At the same time, he lets two and five and twenty-five dollars go out into all sorts of schemes, and doesn't count the amounts, because they are so small. He ought to cut off every one of these things, and put all the money into the best newspapers. When a man cuts down his newspaper space, the chances are ninety-nine in a hundred that he is going to cut off some

patronage with it. There are a few men who use more space than is necessary. There are a great many more who do not use half enough space.

I was very much astonished some time ago when a bright New York business man told me that he was going to stop his newspaper advertising. He said that he had just moved into a new store out of the old one, that he had a better location, and a better building, with twice as much room in which to carry a great deal better stock. He said he paid twelve thousand dollars rent for the old store, and twenty-four thousand dollars for the new one. He spent nine thousand a year in advertising his old store, and made a success of the business. He intended to cut off this nine thousand dollars of "expense" and with it pay the additional rent for the new store, thereby evening things up very nicely. I was never more surprised in my life than when I heard of this plan. I told him that, from my standpoint, it looked as if he had increased his capacity for business, increased his stock, increased his rent, and all of the other expenses, and that now he must certainly do something to bring in business that would bring in the profit that would pay these additional expenses, and that instead of cutting down his advertising from nine thousand dollars to nothing, he ought to cut it up to about fifteen or twenty thousand dollars. I don't think he has done this, but he is advertising now, I believe, just about as much as he did before.

The only time when I would cut off my advertising would be when I had more business than I could possibly attend to, and when I made up my mind that I would not increase my facilities. If I were making all the money that I wanted to make, if my business had reached a proportion which completely satisfied my ambition, I would stop advertising. Even then I would not stop for very long, because if I did, the business would start on the down grade. You have to advertise to make business and to hold it and to increase it.

I believe that, if Mr. Shayne carries out his ideas, in the end he will lose money by it. The chances are if he cuts down his advertising very much this year, he will still have an exceedingly prosperous fall and winter season. Everything seems to indicate that. Times are going to be good, and peo-

ple are going to have money to buy furs. The prognosticators tell us that it is going to be a cold winter, so that the fur business will probably be good, anyway. The people who advertise for it most will get the most of it, however, and they will get the most of it in the years which are not quite so favorable for business.

\*\*

### READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—C. A. B.]

#### *For a Laundry.*

Did you lose your laundry slip? Now won't you have a nice time getting your laundry from the Chinaman? He'll probably make you wait a month or so until he has given everybody else their bundles. Why be bothered with such a nuisance when we can give you ten times better laundry work than the Chinaman, call for and deliver your bundle—and don't require you to have a sort of Chinese "paw ticket" to get your clothes. Drop a postal and our wagons will call.

#### *For Wall Paper.*

### THINKING ABOUT

## PAPERING?

Best time in the year to have it done—just before the spring house cleaning.

Call, let us show you what we have in new wall papers. You won't find a prettier, more attractive stock of fine papers anywhere. And there's another point about it worth knowing. While this present stock is here we're underquoting the lowest prices quoted hereabouts on wall papers. Estimates cost nothing.

#### *For Furniture.*

## It's a Short Cut.

That's all it is—a quick and convenient way to gain possession of what the home lacks. Under the conditions of our

### EQUITABLE CREDIT SYSTEM

we can do the waiting—not you. Paying a little once a week or month is easy enough for anybody. We don't ask anything else.

Come on—now—if the house needs Furniture—Carpets—Mattings—Draperies—Baby Carriages—Refrigerators—etc.—get 'em—have the good of 'em—and you will find you won't miss the small amounts you've promised us.

Don't be afraid of notes—there are none. Don't bother about bondsmen—we don't want any.

#### *For a Tailor—(By J. S. Meigs).*

## The Wheels of Fashion

run one way to-day, another way to-morrow, but there are two things fashion always demands. First, a man's clothes must fit him; second, the materials in his clothes must be good.

Those are just exactly the kind of garments I make at my store in Music Hall.

The wheels of business are turning very fast for me just now. It is coming to be a matter of common knowledge that I'm the cheapest tailor in this part of Vermont, and still my prices seem higher than a great many tailors ask. I'm cheap because I give a man his money's worth.

#### *For any Business—(By Jas. McMahon).*

**ENDEAVOR** We shall strenuously, to impress all who patronize us with the benefits of shopping in our establishment, showing them everything in dress, both useful and ornamental, that will please the eye and tickle the fancy, quoting prices that will satisfy all and make nimble-footed sales. The minutest to the greatest want will receive our strictest attention and courtesy, and the sightseer and the largest buyer will be equally welcome to roam through our departments at their own sweet will.

#### *For Duck Suits.*

## WE NEVER ADVERTISE

a thing we do not have. We never tell you an article is worth \$2.00 when it is only worth \$1.48. We never try to deceive you. Those \$1.48 Duck Suits are very cheap at 98c.

#### *For a Tailor—(By J. S. Meigs).*

## The Top Notch of Style

isn't always the most tasty after all. A man's build and shape must be considered.

A tailor isn't a good tailor unless he knows what sort of cut will look the more stylish on the tall man and the short man, the fat and the lean.

And the pattern of the goods themselves is another important thing to decide.

We are perfectly familiar with all the technical points in tailoring.

Our experience and knowledge of clothes is at the public's service.

Our garments are made and sold on honor.

#### *For Shoes—(By H. G. Freeman).*

## THERE'S NO SUCH THING AS LUCK.

In buying shoes if you get shoes that wear out in an unreasonably short time, it is not due to bad luck. It is because they were either poorly made or made from inferior leather. I buy all my shoes from manufacturers who cannot afford to make goods that won't wear well.

## More Circulation And Less Than Half Their Rate.

The circulation of the Washington EVENING STAR is more than that of the three other Washington dailies combined, and yet its rate is less than half of that of the three papers added together.

# THE STAR

covers the city of Washington completely. It goes to 82½ per cent of all the occupied houses. It charges but 7½ cents per line for 10,000 lines to be used within one year.

L. R. Hamersly,  
New York Representative,  
49 Potter Building.

# MADE ITS MARK



## The Omaha Bee

Has made its mark. This is because it thoroughly covers its field. Not a city or town in the great State of Nebraska where the Daily and Sunday cannot be found; not a farm-house or hamlet in which the Weekly is not read. Also adjoining territory in Iowa, Kansas, Missouri and the Dakotas. It is up-to-date in everything that makes a newspaper great. It enjoys the confidence of its readers, and is a power of good to its advertisers.



### Known Circulation :

Daily, Exceeding	.	19,000
Sunday, "	.	20,000
Weekly, "	.	35,000

A. FRANK RICHARDSON,

Chamber of Commerce,  
CHICAGO.

Tribune Building,  
NEW YORK.

## 32 per cent More Advertising

printed in THE EVENING POST during 1894 than appeared in any other New York evening paper. The excess in 1893 was 25 per cent.

## 654 More Columns

of advertising printed in THE EVENING POST during 1894 than in 1893. An exceptional record.

## Nine Times Out of Ten.

"The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting THE EVENING POST. No other has so large an advertising patronage. In influence and respectability it easily takes the lead."—*Printers' Ink.*

---

Publication Office :

206-210 Broadway, - - New York.



# The Best Engineer

keeps his eye always on the track ahead. If he tried to be conductor, baggage man and all, there would soon be a smash. Other departments of your business demand your attention. Better let some one else handle the advertising throttle—preferably

**LORD & THOMAS,**  
*Newspaper and  
Magazine Advertising,*

45-49 Randolph Street,  
CHICAGO.



# YOUR MONEY'S WORTH

You get it in FARM NEWS, the paper that pays advertisers. Look at it once thro' a farmer's eyes and you'll understand. Every line in it original and copyrighted. The best known writers in the country are on its staff. Farmers' families to the number of 165,000 find it a readable paper every month. It pays advertisers.

## FARM NEWS

The Hosterman Publishing Co.,  
Springfield, Ohio.

FORMS CLOSE OCT. 20.



# Don't Forget

That your advertising list is incomplete until you cover the great and growing Northwest by using the

## St. Paul Globe

Which has all the appurtenances attached to make it lead and others follow, viz.—Brains, Capital, Experience, Energy, Indomitable Perseverance, Knowledge of the Needs of the People, and above all, it

## Pays

Our advertisers.



Eastern Advertising Office,  
517-518 Temple Court,  
New York.

C. E. ELLIS, Manager.

# Enough Said

Read what Bates Sporting Co. have  
to say on Vickery & Hill List.

## Speaks for Itself.



**BASE BALL. HOW TO PLAY IT.**  
A Great Book, contains all the rules; also  
the secret of pitching curved balls, and to  
bat successfully. Rules for Football and Ten-  
nis. Every player should have it. Entirely  
new and handsomely illustrated. This Great  
Book Free to any one sending us 10  
cents to pay postage. Also Catalogue Guns,  
Revolvers, Musical Instruments, Magic Tricks.  
All for 10c. Order quick. For  
\$1.25 we will send our Base Ball  
outfit, consisting of 9 Caps, 9 Bats, 1 Ball,  
1 Bat. BATES SPORTING CO., 100 High St., Boston, Mass.

We have used  
THE VICKERY &  
HILL LIST for more  
than five years, and  
we are still doing  
it.

G. H. W. BATES & CO.

We are all perfectly aware of the fact  
that a General Advertiser will not use the  
advertising columns of a periodical contin-  
uously for five years unless

## It Pays.

The past experience of the above con-  
cern teaches you that your standing adver-  
tisement in our list will

## Positively Prove Profitable.

GUARANTEED  
CIRCULATION,

**1,500,000**

COPIES  
MONTHLY.


**The Vickery & Hill Co.,**

AUGUSTA, ME.

Special Advtg. Office, Temple Court, New York.

C. E. ELLIS, Manager.

# *Money* *...In* *Creases*



That is the way you find a paper dollar when you take it out of your pocket. But the best way to find

## **The Dollars of Your Daddies**

Is to advertise your business in a live newspaper that is read by the most people in the territory it covers. Such a paper is


*...The...*

# **Chicago Dispatch**

**By Joseph R. Dunlop**



**AS A  
RESULT PRODUCER  
IT IS A  
PHENOMENA**

In Making up  
Your Advertising   
Don't Forget

---

## The Brooklyn "L"

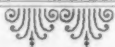
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The cars are all equipped with concave racks, and spaces are 16 x 24 and 16 x 48 inches.



Largest cards ever placed in  
any car!

New Poster Boards on every  
Station.



..Carleton & Kissam..

35 Sands St., Brooklyn.

Main Floor Postal Telegraph Bldg., New York.



## *Some Small Places—*

But they all have first-class electric street railway systems. They are :

*Springfield Ill.,  
Aurora, Ill.,  
Madison, Wis.,  
Hamilton, O.,  
Springfield, O.,*

and "there are others."

The advertising is controlled by

*Carleton  
and Kissam,*

50 Bromfield St., Boston.

253 Broadway, New York.

87 & 89 Washington St., Chicago.

Is it News ?  
Is it True ?

If it is, run it!

This rule makes

...THE **DENVER**  
**REPUBLICAN**

The Paper Read in

Colorado,  
Wyoming,  
New Mexico.

In it Your Business Hunter is in  
Good Company.



**S. C. BECKWITH**

Will Introduce You.

Tribune Building,  
New York.

The Rookery,  
Chicago.

BY  
COMMON  
CONSENT



—THE—

# PORTLAND OREGONIAN

HEADS  
THE  
LIST



—OF—

*Trade-Winning Newspapers for the  
Northwest Pacific Coast.*

• •

DAILY	15,221
WEEKLY	15,650
SUNDAY	22,051

• •

## OREGONIAN PUBLISHING COMPANY

H. W. SCOTT, EDITOR

H. L. PITTOCK, TREAS. & MANAGER

### S. C. BECKWITH

Sole Agent for Foreign Advertising

TRIBUNE BUILDING, NEW YORK  
THE ROOKERY, CHICAGO

*Written by W. H. Adams, Redwood City, Cal.*

## *Emphatic Evidence.*

Mr. Leo. Heymann Loses a Valuable Dog.  
Advertises in the

### *"Philadelphia Item"*

The Dog is Returned Immediately  
Afterward.

RESULTS are what an advertiser wishes, and THE BEST RESULTS are always obtained quickly by an "ad" in THE PHILADELPHIA ITEM. This is the verdict of over 10,000 advertisers, who use the "Want" columns of THE ITEM from Monday to Sunday. There is no "padding" in THE ITEM "Wants"—no FAKE ADVERTISEMENTS addressed to the office for the purpose of sending in bogus letters, written in the office of the newspaper, in order to induce people to believe that an enormous mail has been received. Every advertisement addressed to THE ITEM office, that appears in THE ITEM, is GENUINE.

#### MR. HEYMANN'S LETTER.

Publishers THE PHILADELPHIA ITEM:—I lost a valuable little dog, and concluded to insert a 3-line "ad" in THE ITEM. To my surprise, about 2 o'clock in the afternoon, the dog was returned, the "ad" in THE ITEM having attracted immediate attention. This is WONDERFUL and EMPHATIC EVIDENCE of the GREAT CIRCULATION of your wide awake paper.

LEO. HEYMANN,

German-English Printing House,  
613 Callowhill St., Phila.

.....

**S. C. BECKWITH,**

Sole Ag't Foreign Adv'g.

The Rookery, Chicago.

Tribune Building, New York.



# What's the Use

Of wasting your time and money  
experimenting?  
Of placing a contract and finding  
out you're stuck?  
Of even getting your advertising  
when it's of a worthless quality?  
Of doing business with sharpers  
or inexperienced amateurs?

# Why Not

Place your contracts with reliable  
parties?  
Have your advertising placed by  
experienced people?  
Save yourself mortification and  
money by doing business only  
with a known, first-class concern?

CARLETON  
....AND KISSAM

ARE "THE PEOPLE"  
IN STREET CAR ADVERTISING.

BOSTON.  
NEW YORK.

CHICAGO.  
DENVER, ETC.

# In Pittsburgh

We control the best of the  
Cable and Electric Lines, also the Cars  
at Beaver Falls.

Our unapproachable system obtains  
here as elsewhere, and our business is  
conducted by employees of experience  
and ability—no amateurs for us.

You Get Full-Time Cars!

You Get Results!

You Get What You Buy!

You Get Advertising

.... OF ....



## CARLETON & KISSAM,

HAMILTON BUILDING,

91 Fifth Avenue,

Pittsburg, Pa.

# JUST THIS...

*A business man's time is valuable.*

*His serenity of mind equally so.*

*His desire is to make business investments  
wisely and economically.*



*Bright business men cover all the above principles  
by placing their advertising only with reliable and ex-  
perienced houses who have a reputation and standing.*



## ....In *Street Car* *Advertising*

*We are the largest and oldest concern in  
existence, and our customers stay with us.*



### CARLETON & KISSAM

*Main Floor Postal Telegraph Bldg.,*

*NEW YORK.*

*An Advertisement  
...For  
Advertisers  
Who  
Think.*



**The  
Only  
Daily  
Paper**

*In Cincinnati* with a guaranteed daily issue of 125,000 ;

*In Ohio* with a guaranteed daily circulation of over 125,000 ;

*In the United States*, between New York and Chicago, with a guaranteed daily circulation of 125,000 ;

... IS THE ...

**Cincinnati  
...Post.**

**READ THAT**

**OVER AGAIN.**



**E. T. PERRY, Manager,**

Foreign Advt. Dept.

83 Tribune Building,  
New York.

66 Hartford Building,  
Chicago.

